

# Famous News



March/April,  
1981

Published bimonthly  
in the interest of  
Famous Players employees  
and associates  
from coast to coast.

## Famous Showmen launch 'Popeye' and other big Christmas attractions



Ross Pratt, Manager of Sarnia's Lambton Mall Cinemas, created this "Popeye" float for the town's annual Santa Clause parade. Posing as Sweet Pea, Olive Oyl and Popeye are, from left to right, Shirley Mak, candy attendant, Lisa Pretty, cashier and Glen Armstong, usher.

**inside  
this  
issue**

New Construction pg. 5  
Au Revoir Film Corp. pg. 9  
Showmen in Action pg. 12  
T.C.L. Contest Results pg. 16

And much, much more...!

# interview



*Gerry Dillon, Vice-president and General Manager of Famous Players, recently spoke to FAMOUS NEWS Editor, Micheline Trigiani, on various aspects of theatre operations.*

**Famous News:**  
*What are the traits of a good manager?*

**G. Dillon:**

Enthusiasm. That's the main trait. We look for it not only in managers, but right down the line — doormen, ushers, candy attendants. In this day and age, if an employee has enthusiasm, he stands out. There's a need for enthusiastic people in any business.

Another trait which marks a good manager is his attitude towards the industry. Basically he has to like the theatre business or he shouldn't be in it. After all, a manager is working when most other people are enjoying their leisure time. Realizing that nights, weekends and holidays are his prime business periods, he has to approach his job with a good deal of dedication to enjoy being part of this industry; it's as simple as that.

**Famous News:**

*What are managers' major complaints?*

**G. Dillon:**

We hear many managers complain that the public is too demanding. But when you consider that customers are "favouring" us by visiting our theatres, you realize that they're entitled to be demanding. There is such a vast number of competing leisure-time activities available to the public today that it is more vital than ever in this competitive market that customers be extended the utmost courtesy and service when they visit our theatres.

If an employee's approach to a customer is lacking in judgement, (for example, refusing to serve a patron while closing the confection counter), it upsets the whole balance of the operation, resulting in a dissatisfied customer. To avoid this, it is important for employees to be properly trained to exercise good judgement and to understand that the customer is entitled to courtesy and consideration. Yes, the public is demanding, but rightfully so.

**Famous News:**

*What do you consider the most important aspects of a manager's job?*

**G. Dillon:**

Diplomacy in dealing with patrons, a clean, well-run theatre and a proper presentation on the screen are a manager's most important responsibilities. A good manager should also make sure his staff is informed in all details of operations so that they may answer questions intelligently when asked. It is very important that a manager sees to it that the policy of the company is carried out by his staff.

**Famous News:**

*What is the major problem confronting theatre operations?*

**G. Dillon:**

The lack of enthusiastic young people joining the company in the management ranks. We can always get people, but they are not always

the people we want. One of the problems, as I mentioned previously, has to do partly with hours ... we recognize this. Management personnel now have a five-day work week and working conditions are constantly being upgraded, but they still have to have a basic interest in the business.

The tremendous growth of our company, coupled with a mandatory retirement age, brings about a constant shift of management personnel and creates a shortage of competent people to fill managerial positions. We look to our managers to attract and train qualified assistants to fill these positions.

**Famous News:**

*How has theatre operation changed in the past 20 years?*

**G. Dillon:**

Overall, the biggest change affecting theatre operations has been the trend from single auditoriums to multi-auditorium theatres.

Another change affecting theatre operations is the emergence of more leisure time and greatly increased competition for amusement dollars. This makes it more vital than ever that our theatres be operated efficiently.

By adapting computers to more and more facets of theatre operations, the company is making great strides towards relieving managers of repetitious, manual bookwork. This will enable our managers to devote more time to training staff, advertising and promotion, merchandising confections and to the maintenance of their theatres.

Another major change over the past 20 years involves show times. At one time, theatres operated continuous shows and customers were not too concerned about arriving right at the start of a presentation. But today's audiences are much more sophisticated and will not go into a movie if it has already started. This is why it is so important to advertise proper show times and to adhere to a schedule once it has been advertised. *(continued back page)*

# Glittering Benefit Premiere of Tribute raises \$100M for Cancer Fund



Celebrities, in one way or another, from left to right, Jack Lemmon, The Prime Minister, Katherine Roberts, Garth Drabinsky and Joel B. Michaels.

● *The Canadian film, Tribute, which opened officially in Toronto, New York and Los Angeles on Dec. 19, had a gala benefit premiere at Famous' Towne Cinema on Dec. 15, 1980 in Toronto.*

Referred to as the classiest affair the city has seen in a long time, the premiere featured all the film's stars and Prime Minister Pierre Trudeau as guest of honour. Joining Jack

Lemmon, Robby Benson, Colleen Dewhurst, Kim Cattrall, John Marley and Gale Garnett were producers Joel Michaels and Garth Drabinsky.

Outside the theatre, it was hype as usual — lights, limos, red carpet and autograph hunters. More than 650 people attended.

The black-tie event was organized by the Toronto Unit of the Canadian Cancer Society. Katherine Roberts, (John Roberts' wife) was chairman of the committee which raised \$100,000 for cancer research.

Patrons paid \$250 each for tickets entitling them to a cocktail reception at the Four Seasons Hotel followed by the screening of *Tribute* at the Towne. Ticket-holders returned to the hotel for a late buffet and champagne party.

"It was a super affair," says Famous V.P. Gerry Dillon, who attended the premiere. "The show was good, the activities were top-quality and well-organized and it was a most elegant way to kick off a motion picture." ●

*more photos next page*

## ...more Tribute Benefit...



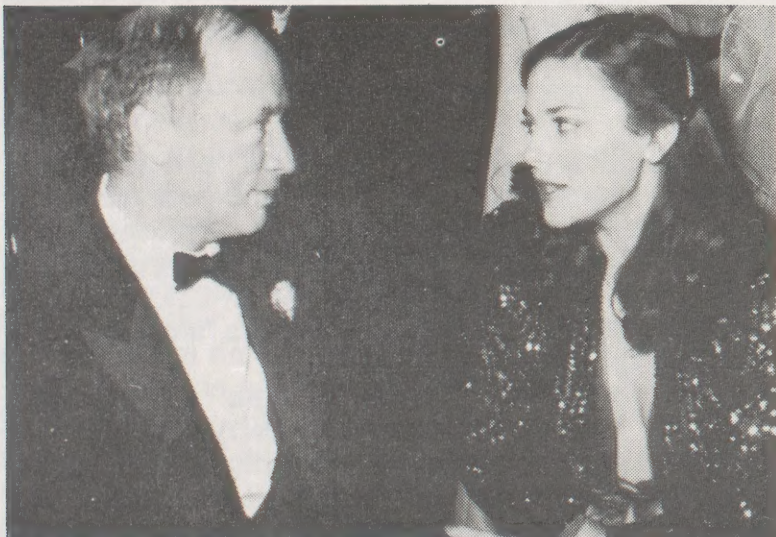
*Gale Garnett, who stars in Tribute, shares a glass of champagne with Al Waxman, the 'King of Kensington' while City Lights' Brian Linehan looks on.*



*Prime Minister Pierre Trudeau takes a bow in our Towne Cinema prior to the screening of Tribute.*



*Robby Benson obliges autograph hunters outside Toronto's Towne Cinema.*



*Pierre Trudeau shares some eye contact with Tribute's gorgeous Kim Cattrall.*



*Doris Murray, Bill Murray, Senior V.P., Jean Dillon and Gerry Dillon, V.P., share a cocktail at the gala reception.*

# We keep on building...

*Famous Brought 1980 to a Spectacular Close with the Grand Opening of Some New and Renovated Theatres*

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## Cumberland Four Cinemas

On December 18, 1980 the Cumberland Four opened its doors in Toronto's exclusive Yorkville District. As we reported in our last issue, the unique feature of the four cinemas is that they are housed in the same building as our new Head Office.

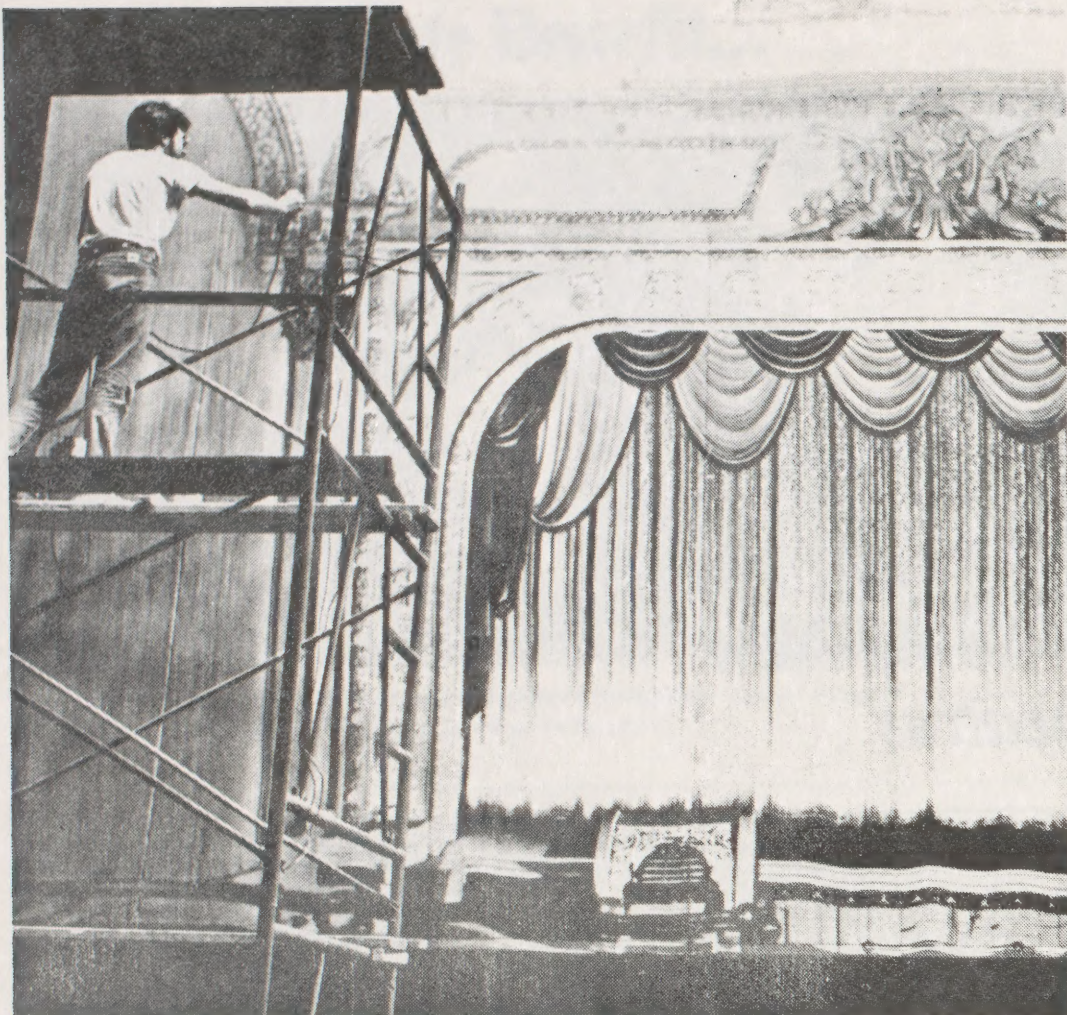
The four cinemas have a combined seating capacity of 1,071 and feature some unusual surprises for theatregoers. On the outside of the theatre building, an animated band of neon fingers points to the entrance above which sit four television screens. The screens, which flash scenes of current features, will ultimately be linked up with four other Toronto theatres, (Imperial, Uptown, University and Towne) on a centralized cable service. Patrons will then be able to see promotions from all five cinemas.

Upon entering the theatre, the eye is quickly captured by a theatre audience of stuffed dolls sitting atop a high platform. Cashier Karen Crow says most people react with a loud, "Wow! look at the dolls," when they walk in and spot the mannequins.

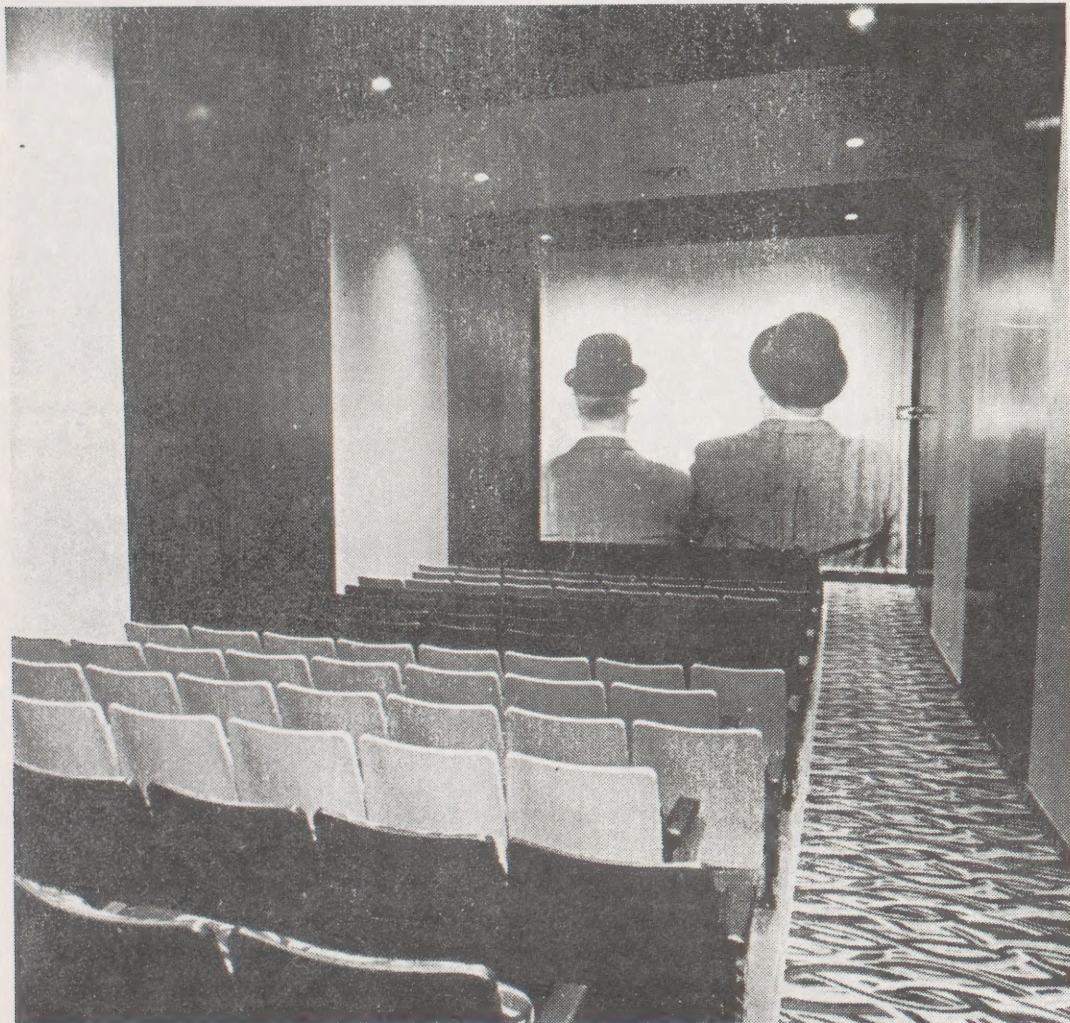
The decor of the candy bar located in the long entrance hall is borrowed from art deco which, to architect Mandel Sprachman, signifies "the culmination of movie



*Theatre audience observing Head Office staff at opening.*



*Cinema 3. Artist Attila Anselmo air brushes sides of "scanamural" curtain representing proscenium of Toronto's old Shea's Theatre.*



*Cinema 4. More "scanamural". Laurel and Hardy turn their backs to the audience.*

theatre architecture." The black and white checkerboard floor is simple, bright and, according to manager Gerry Gollaher, adds, "a touch of distinction." Over the candybar, Ganong, (the first chocolate maker in Canada, circa 1872) valentine boxes hint at the late 20's period.

The entire cinema complex is done up in "rainbow" pattern wool carpeting imported from New Zealand. The design appears again and again throughout the cinema complex on the seats, walls and stairwells.

Cumberland's Cinema 2, with a seating capacity of 334, is equipped for the handicapped. A special hallway leads to the cinema and also houses separate washroom facilities for wheelchair patrons.

Cinema 3, (seating 333) and Cinema 4, (184) feature thematic curtains. A special computer process called "scanamural" was used to reproduce photographs on the wool fabric used for the curtains. A transparency of the photograph to be projected on the curtain is read by a computer. The computer then sprays paint on the curtain fabric as it moves over a drum reproducing the transparency. The drum only holds 8' x 10' sections of fabric so the computer sprays only portions of the photo at a time. These are then sewn together to form a curtain.

In Cinema 3, the curtain represents the proscenium of the old Shea's Theatre (where Toronto City Hall now stands) giving the illusion that one has actually stepped inside the old theatre. The transparency used for the coloured curtain was black and white so it had to be hand-tinted before the computer could transfer it to the fabric. In Cinema 4, the curtain is painted with the backs of comedians Laurel and Hardy.

Also used throughout the theatre is "trompe l'oeil" — a visual deception in photographs in which objects are rendered in extremely fine detail emphasizing the illusion of tactile or spatial qualities. A whole wall is covered with the staircase scene from "Gone With The Wind" — it actually disappears as one gets closer. A phony window planted in the atrium shows Humphrey Bogart standing in an office. At the bottom of the grand escalator, a photo depicts Clark Gable playing cards at



Fully-cushioned, wider width, extra legroom seating at Cumberland Four's exclusive "La Reserve" Cinema. The theatre is literally covered in wall to wall carpeting which is matched to upholstery fabric on seats.



Cumberland's candy counter the night of the grand opening — checkerboard floor and Ganong Hearts. Bottom right we see Nick Stamiris, Assistant Manager; bottom left visitor Isabel Lynch, Manager of the Sheraton Centre Cinemas.

a table which actually comes out from the wall.

The Cumberland's Cinema 1, the 220-seat "La Réserve", is a hard-ticket house offering reserved-seating performances of top-ranked releases on an exclusive basis or day and date with other city houses for slightly increased admission. La Réserve features carpeting throughout, plush chairs, extra leg room, 70 mm and 35 mm equipment and full Dolby stereo. It is the only such theatre in the Famous chain. ●



New face of the Runnymede Theatre in Toronto; flat signage and awning treatment.

## Runnymede Theatres

Built in 1927, the Runnymede Theatre in the west end of Toronto was renovated and reopened by Famous on December 17, 1980.

The theatre showed films until 1972 when it was transformed into a Bingo Hall leased by Famous to the Variety Club of Toronto. It was re-acquired by Famous on October 6, 1980 at which time renovation started.

The original single auditorium theatre was dualled top from bottom. The downstairs portion is now Cinema 1 and seats 642. Cinema 2, the old balcony, seats 346. Our Construction Department, headed by Russ Moffatt, has sought to retain the color and charm of the "plaster palace" the Runnymede once was by leaving intact the dome, cornices and original stage and proscenium. The original plasterwork has also been retained. This "old look" charm has been duplicated on its outside by its awning treatment and flat signage. Both theatres are equipped with 70 mm and Dolby stereo. Cinema 1 also has wheelchair space for the handicapped. The Runnymede is now a first-run house showing day and date with theatres downtown.

The new Runnymede was opened by Richard Shamy who is now manager of the Plaza Theatre. Prior to his stint at the Runnymede, Richard managed the Bramalea City Centre. Carola Schloegl is currently managing the Runnymede. ●



Before and after pictures of the mall entrance to the Devonshire Cinemas in Windsor, Ontario. The top photo depicts the original opening in August, 1970; the bottom, this past December.

## Devonshire Cinemas

Windsor's Devonshire Cinemas, which opened in 1970 as a dual theatre, recently re-opened as a three-plex on Dec. 19, 1980.

The old Cinema 1 comprising 674 seats was the only auditorium renovated. It was split in two down the centre to form two similar theatres of 300 seats each. These are

*continued next page*

now Cinemas 2 and 3. The original Cinema 2, (420 seats), is now the larger Cinema 1.

The Devonshire continued operating its second cinema during the entire renovation period. The only other changes in the theatre were to the projection booth and the signage. The former was made over to accommodate an additional machine; the latter was slightly modified to advertise an extra theatre.

The Devonshire was opened in 1970 by Manager Mike Micelli who left in March, 1980 to take the job of District Manager. Howard Levis, the current Manager of the Capitol in Windsor, managed the Devonshire from March to July, 1980. John Dwyer is the present Manager of the theatre having transferred from the Pen Cinemas in St. Catharines in August, 1980. ●



Manager Gordon Ollerton poses with all-new projection equipment in Paramount Theatre, Amherst, Nova Scotia.

## Paramount Cinemas

In October 1978, the old Paramount Theatre in the town of Amherst, Nova Scotia was completely gutted by fire. By December 26, 1980, everything but the brick shell of the old theatre was renovated and the Paramount, (owned jointly by Famous and Maritime Theatres Ltd.) re-opened as a spanking new twin cinema.

The Paramount opened its doors in October 1947, with the hit show "Mother Wore Tights" starring Betty Grable. It had an initial seating capacity of 756.

In the new theatre, a partition runs directly down the shell splitting the structure into two auditoriums of 300 seats each. Cinema 1 is located on the left; Cinema 2 on the right. The projection room is com-

pletely automatic and features the latest in theatre equipment.

While the interior of the building has been completely renovated, the exterior also underwent some changes. One is the disappearance of the outdated marquee and the addition of a readograph with a good-sized track. The 12-foot long, six-foot wide readograph dresses the front of the building and gives details of current movies.

According to the Paramount's

manager, Gordie Ollerton, "Amherst has always been a tough show-going town in the summer months. People in the area spend their summers at the shore and unless there is an exceptional show playing, they will not come into town."

But now, with air-conditioning added in the recent renovation and the appearance at the Paramount of first-run movies, all that is sure to change. ●



The lobby of recently-renovated Westwood Theatre in Toronto. New facilities for handicapped added.

photo by Len Bishop

## Westwood Theatres

The Westwood Theatre on the limits of Toronto's west end just keeps on growing!

Built in 1952 as a single auditorium theatre, it was dualled in July, 1968 and recently re-opened as a three-plex on December 19.

Although Famous owned the Westwood property, the city expropriated the land in 1975 to make way for a new extension to Toronto's subway system. It was expected therefore, that the theatre would be demolished.

Luckily, the new station was located just southwest of the theatre not only allowing Famous to continue operating but also bringing in a lot more public-transit people traffic. This happy turn-of-events led to the addition of the new auditorium.

The original 1952 auditorium was split into two smaller ones seating 421 and 300. The 1968 auditorium is now the largest of the three seating 496 people. With the tripling, new facilities for the handicapped were also added. ●

Look for features on these properties in upcoming issues of FAMOUS NEWS.

### Fiesta Mall Cinemas, Stoney Creek, Ontario

This new theatre featuring four auditoriums opened February 13, 1981.

### Calgary Place, Calgary, Alberta

The former dual is presently closed and will re-open as a new triple in mid-May.

### Super Mall, Sudbury, Ontario

A new three-plex theatre is to open in mid-April, 1981. Also opening in the same facility will be a new Burgerworks, a new games room and our first-ever licensed restaurant, "The Works".

### Skyway Park, Toronto, Ontario

A new free standing six-plex theatre scheduled to go up on the site of the old Northwest Drive-In sometime in June, 1981.



# That's Showbiz!

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## Who's making movies?

Not us.

Not anymore, that is.

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● On February 9 Famous Players president George P. Destounis regretfully announced that the company's recently formed production company, Famous Players Film Corporation, would cease active operations as of April 1.

Destounis said that despite encouragement prior to the formation of FPFC, Famous had received adverse reaction from various sectors of the Canadian film industry. This factor, coupled with current government considerations to insist on majority Canadian ownership of production companies as a requirement for Canadian certification of films under the Income Tax law, led to the decision.

Despite the closing of FPFC, however, he said Famous Players Limited will continue its policy of interim financing for Canadian feature films made by independent producers.

News of the closing of FPFC nine months after its birth made headlines in the U.S. and Canada, where many film veterans considered it a major setback to the country's struggling movie industry.

"It's a shame it didn't work out — but no one's denying that," said FPFC chief Samuel V. Freeman, whom Destounis appointed president of Famous Players Film Corp. when the company was formed last August. "But at least we were able to make one film, and we're very happy about that — not only that we were given the chance to do so, but also because the picture worked out so well."

Ex-film critic George Anthony, who joined FPFC Oct 1 as the company's Vice-President: Creative, echoed Freeman's disappointment but added: "I've been 'cancelled'

before, at newspapers and at television networks, but this time it's being handled properly — *professionally* — instead of clumsily. It's a shame it didn't work out, for Famous *and* for us, but at least we've been given the opportunity to launch the one film we did make, and to see it through properly. I think that shows a lot of good business sense on Famous' part — and a lot of class."

FPFC's solo film, **Kelly** (formerly called **Touch the Wind**), premiered March 20 in more than 40 theatres across the country, with an additional 30 openings set for April. Distributor for the film in North America is Paramount Pictures.

Also affected by the closing were FPFC's executive consultant Robert Meneray, who joined the company in August; Mr. Freeman's assistant Karen Hamasaki, who joined the company in September; and Mr. Anthony's assistant Denise Mulvey, formerly of the Canadian Film Development Corporation, who joined FPFC January 1, 1981. ●



Sam Freeman, departing head of now-defunct Famous Players Film Corp., looks out onto Bloor Street, Famous' permanent home.

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## production notes

Before the company called it a 'wrap', it was business as usual at FPFC. Oscar-winning director Christopher Chapman (**A Place To Stand**) huddled with his **Kelly** stars Robert Logan, George Clutesi, Doug Lennox and Twyla-Dawn Vokins in a Toronto sound studio doing the final looping (dubbing) for the picture, until director Chapman was satisfied. Logan flew in from his ranch in Aspen, Ms. Vokins flew in from Vancouver and Clutesi travelled all the way from Victoria, B.C. to re-record a few lines of dialogue for the family adventure film, but Toronto-based actor Lennox just rolled out of bed

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## Production notes

*continued from page 9*

and ambled over to the studio. "I almost feel guilty about that!" quipped Lennox.

The following week found gifted **Kelly** composers Maribeth Solomon and Micky Erbe in another sound studio, scoring the film with a 45-member orchestra who embodied a remarkable mix of symphony, jazz and rock musicians. And wait till you hear the dynamite theme song they came up with, it's called "I'll Keep It With Me". and **Tommy Hunter Show** warbler Donna Ramsay sings it at the end of the flick. ●



*Kelly stars Robert Logan and Twyla-Dawn Vokins embrace on location.*

## Screen Veteran Meneray Enjoyed Famous 'Spirit'

When Famous Players Film Corp.'s solo venture **Kelly** went before the cameras in Canmore, Alberta, a gentleman named Bob Meneray personally supervised every day of shooting.

And when the movie wrapped Oct. 19 and the intricate process of editing began, it was Meneray who supervised every day of the film's post-production, from music scoring to sound mixing.

But when Famous Players employees met FPFC's executive in charge of production for the first time, most of them remarked that Meneray looked strangely familiar. Hadn't they seen him somewhere before?

Indeed they had. In the last few seasons they'd watched him cool off with a Labatt's Special Light after a rugged racket-ball match; fight off a cold with Contac C; munch Skippy peanut butter; and play hockey for 7-Up's un-Cola team. On commercials or movie sets, Meneray is a man to reckon with.

Stage and screen veteran Meneray made his film debut in a TV movie, **Firing Squad**, with Keir Dullea. Since then he has combined his talents as a stunt man and actor in such films as **Search & Destroy** with Perry King and Don Stroud; **The Groundstar Conspiracy** with George Peppard and Michael Sarrazin; **Mousey** (a TV movie in which he stunt-doubled for Kirk Douglas),



*Bob Meneray: "I'm proud to have been a part of the Famous team."*

Jean-Claude Lord's **Bingo**, and **Shoot** with Cliff Robertson and Ernest Borgnine.

A member of the Directors Guild of Canada, his off-camera credits include stints as a production coordinator (**Search & Destroy**), assistant director (**Running**) and assistant locations manager (**Middle Age Crazy**.)

In Denmark he also produced and directed his own documentary, **Sebbe Als**, reconstructing a Viking ship and filming its voyage back through history on an ancient trading route from Germany to Norway.

"There was a great furor in the press about the picture," recalls Meneray with a chuckle, "because everyone said we would get swamped and drown in the North Sea. As it turned out the North

Atlantic was so *uncommonly* calm we almost had to row all the way to Norway!"

Famed explorer-historian Thor Heyerdahl asked Meneray to shoot additional footage for proof of pollution in the North Sea. Conservationist Meneray agreed, "and we shot miles of film for him, from the dead porpoises to the small islands of tar we encountered." The controversial footage is now in Heyerdahl's museum in Oslo.

Meneray counts his days with the ill-fated Famous Players Film Corp. "as one of the happiest times of my life. I thought Famous Players Limited would be a cold, impersonal corporate monolith, and instead I found nothing but warm, friendly, caring people — and a remarkable team spirit. I'm very proud to have been a part of that team, if only for a short time. And I always will be grateful to Famous for giving me that opportunity." ●

### It was great while it lasted!

*Those of us at Head Office who have had the opportunity to meet and work with the FPFC group would like to express our thanks to Sam, George, Bob, Karen and Denise for dazzling our offices with the first-hand excitement of movie-making.*

*We wish every one of them the best in the future!*

# managers' corner

Managers! We want to hear from you. Please address items for this column to the "Managers' Corner," FAMOUS NEWS.

## Managers on the Move:

### *Recent transfers and promotions.*

Frank Naphan moves from the Burlington Cinemas to the new Fiesta Mall Cinemas in Stoney Creek, Ontario. Following the opening of this new theatre, we have the following transfers ... **Paul Hourigan** to the Burlington from the Jackson Square, Hamilton ... **Carol Pierce** to the Jackson Square from the Tivoli, Hamilton ... **Helen Bates** to the Tivoli from the Palace, Guelph ... **Brock King** of the now-closed Lincoln, St. Catharines, has moved to the Century Theatre in Hamilton.

Merlyn Hamid of the Towne Cinemas in Toronto moves to the Park ... **Saul Love** moves from the Park to the Eglinton Theatre ... **Jim Wallace** moves from the Eglinton to the Towne and Countrye following the retirement of Ron Hall from the latter ... **Richard Shamy** of the Runnymede moves over to the Plaza following Grant Millar's retirement ... **Carola Schogel**, formerly of the now-closed Bloor Theatre moves into the Runnymede.

**David Mooney** of the Garden City in Winnipeg takes over at the Colony. ... **Ashley Vincent** has moved from the Polo Park to the Garden City.

On January 16, Channel 9 from Windsor, Ontario brought its equipment into the Capitol Theatre in order to film a feature on **Popeye**. The 6 o'clock news item showed the theatre's candy bar, line-up, and eager kids outside. Patrons were interviewed about their expectations of the movie and a short film clip from **Popeye** was also shown. Says the Cap's

Manager **Howard Levis**, "all in all, we received five minutes of free T.V. coverage which gave the picture a big boost."

At the monthly meeting of the Ottawa Managers Association held January 21 at the Holiday Inn, **Doug Robertson**, Manager of the Elgin Theatre, was elected Secretary-treasurer of the Association.

1981 is the Year for the Disabled. The Downsview Games Room in Lower Sackville, N.S., is cooperating with this theme. Apparently, machines have been conveniently lowered for the disabled and plenty of space provided for wheel chairs. Credit to Manageress, **Gloria Denaro**.

The following C.S.R. closing dates mark the end of the fiscal year and serve as a reminder to all theatre managers to complete reports by the end of the specified periods:

Date of Report:-

April 9, (2 weeks)	May 21, (2 weeks)
April 23, (2 weeks)	June 4, (2 weeks)
May 7, (2 weeks)	June 25, (3 weeks)

The staff of the Plaza 400 in Prince George, B.C., recently presented Manager **Don Maidment** with a trophy in appreciation of his fairness to employees.

"We are lucky to have Don as our boss," writes the staff, "while he shows discipline, he also shows interest in our interests and is willing to listen to any topic we want to discuss."

The trophy reads, "Merry Christmas '80 Don" and cites each staff member in succession ... **Debbie N.**, **Fiona**, **Debbie W.**, **Cheryl**, **Lulu**, **Lisa**, **Rosa**, **Dave**, **Mike**, **Dan**, **Debbie J.**, **Don A.**, **Peter** and **Mary Ann**.

*Congratulations to the following "new" managers...*

**May Vatcher** promoted from assistant to manager of the Capitol Theatre in Prince Rupert, B.C. ... **Khris Ahuja** promoted from assistant at the Imperial in Toronto to that city's Towne ... **Don Lajoie** moves from assistant at the Capitol to manager of the Polo Park, Winnipeg. ●

## It's Nice to Have a PET

Gerry Gollaher and assistants are having "lots of fun" playing with their new PET\* mini computer at the Cumberland Four Cinemas.

Installed in the theatre at the beginning of February, the unit is being tested there because its proximity to Head Office will allow the E.D.P. people to program bugs out of the system very quickly.

It is hoped the PET will eventually replace the TELXON system currently used in our theatres for the processing of theatre payroll and Daily Box Office Statements, (DBOS).

"The advantage of the PET," says programmer-analyst Steve Armbruster, "is that it simplifies the entry of box office sales figures and unlike the TELXON, it is self-balancing."

There are three PETs currently in use outside of Head Office - at Pyramid Place in Niagara Falls, at Gatlinburg Place in Tennessee and now at the Cumberland Four.

\*Personal Electronic Terminal

## Addy Awards for Gatlinburg

Gatlinburg Place was recently honoured for its 1980 Advertising Campaign at the Annual Addy Awards held at the Hyatt Regency Hotel in Knoxville, Tennessee.

Our multi-million dollar family entertainment centre came away with four first place awards, a second place and a third place award.

The more than 300 attending the banquet sponsored by the Greater Knoxville Advertising Club, saw Gatlinburg Place take first place in four different categories: the full radio campaign, the outdoor advertising campaign, the newspaper insertions and an individual 60-second radio commercial.

A 30-second radio commercial won second place and the "To Fly" poster took third place.

Gatlinburg Place was represented at the awards by Davis, Newman and Payne, a Knoxville-based agency which handles several prominent accounts including Coca-Cola.

# showmen in action

by Don Watts

# POPEYE<sup>®</sup>

## WHOLE LEAF SPINACH



© 1965  
KING FEATURES  
SYNDICATE, INC.



*After seeing Popeye at the Paramount, Thunder Bay, many young patrons converted to spinach. Manager Jim Lavia was well-prepared by stocking up on 360 cans of the green stuff.*

## Pratt plans parade to promote 'Popeye'

Ross Pratt of the Lambton Cinema, Sarnia, Ontario promoted a brand new boat and trailer, (free of charge) to launch his promotional campaign on Popeye with just the right nautical touch. Bedecked with plastic flowers, bunting and banners and manned by staff members dressed up as Popeye and Olive Oyl, (see front page) the boat was transformed into a colorful float for Sarnia's Santa Claus Parade ... but Ross did not stop there!

He then recruited two navy cadets to lead off his parade contingent carrying Popeye banners and topped it off with four attractive cheerleaders who led the P-O-P-E-Y-E cheers waving pompoms and passing out goodies to the crowds lining the parade route. The goodies were free food vouchers from Harvey's and McDonald's (two of Wimpy's favorite hamburg havens), which were imprinted on one side with "Lambton Cinema brings you Popeye for Christmas".

Following the parade, all banners and signs used on the float were put to good use in the Lambton's lobby and for in-store displays at Harvey's. Ross even had a "Wimpy" character toting a sandwich board reading "Enjoy Wimpy's favourite doubleburger at Harvey's" as a good two-way promo with the restaurant chain.

With plenty of lead time to plan his campaign, Ross started more than two months in advance with all staff members wearing lapel buttons reading: "Ask ME about Popeye", which he again promoted, free of charge, from a local novelty manufacturer. These staff buttons were worn outside the theatre as well, and each member of the staff, Ross included, kept track in a log book of the number of times each day they were asked about Popeye. All told, they logged more than 1,500 enquiries. From advance press material, all staff were made familiar with the cast, director, producer and opening date of Popeye.

Needless to say, Ross earned himself a SHOWMANSHIP Citation and a good bit of "green stuff" (and I don't mean spinach) for this campaign.

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## Spinach puts 'muscle' in Jim Lavia's Popeye Promo

Prior to his opening of **Popeye** in the Paramount, Thunder Bay, Manager **Jim Lavia** happened to notice that his favourite Loblaws store had a shelf display of "Popeye" brand spinach. He no sooner got through the check-out than he had sold Loblaws' merchandising manager on supplying several cases, (360 cans) gratis for an in-theatre promotion. Judging by the happy faces of Paramount patrons who received them, he converted a lot of local residents away from brussel sprouts!

Jim also set up a coloring contest with all three McDonald's outlets in the city. Contest entry forms were printed and distributed by McDonald's along with some dandy in-store displays and entry boxes promoting **Popeye**. The restaurants also carried **Popeye** playdate plugs on their place mats. The contest attracted wide attention and plenty of entries and McDonald's merchandising people were delighted with the opportunity to tie-in with a 'family' attraction aimed right at their target group.

A radio promotion with CKPR gained wide on-air exposure for the picture, offering **Popeye** soundtrack albums and theatre passes as prizes.

Jim's well thought-out and executed campaign not only resulted in some boffo box office but earned him a SHOWMANSHIP Citation and a boost in his bank balance to boot!

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## Moncton Goes After Groups for Popeye

The Paramount Theatre, Moncton, N.B. enjoyed a substantial boost in matinee attendance through manageress **Genny LeBlanc's** successful efforts in attracting school groups and the Big Brothers/Big Sisters Association to see **Popeye**. Mini posters were sent to elementary schools and displayed in a number of store windows. Genny also had a talented staff member, Ann Belliveau, paint life-size likenesses of Popeye, Olive Oyl and Swee'pea on the front entrance doors under the caption "Merry Christmas from Popeye and Friends!"

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## Capitol, Kingston Colouring Contest Nets Newspaper Space

**Ron Scott** of the Capitol, Kingston, Ontario, got the "Kingston Whig-Standard" to sponsor a colouring contest which resulted in better than 1,400 lines of free newspaper publicity for **Popeye**. The newspaper published a 1,000 line contest entry form plus a series of small teaser ads promoting the contest and some good follow-up publicity on the contest winners!

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## Bob Davidson Devises Unique Ways of Selling Any Which Way You Can

The Capitol Theatre, Sudbury, Ontario enjoyed a highly profitable five-week run of **Any Which Way You Can** and the title aptly describes Manager **Robert Davidson's** efforts to sell his Christmas attraction.

Bob started off a month in advance with a teaser trailer and lobby displays and built his campaign week by week from there. To promote the movie's sound track album, he arranged a record store window display with Music World, then followed this up with a country and western radio promo on CKSO utilizing baseball caps carrying title imprint, (supplied by Warner Bros.) and theatre passes for phone-in prizes. He also got his staff into the act by having them wear the baseball caps the week before playdate.

Bob felt the title appropriately described Coulson Hotel patrons' efforts to ride "El Toro," the mechanical bull the hotel had recently installed as part of its conversion to a country and western theme. For two Saturdays preceding his opening, he arranged with the hotel management to hold competitions for movie pass and baseball cap prizes to winning contestants. The capacity Saturday night crowds ate it up and plenty of good exposure for the movie resulted.

On Saturday, Dec. 6, just 11 days before his opening, Bob alertly took advantage of the Northern Ontario Telethon to promote his picture and support the charity as well. He offered a double guest pass to **Any Which Way You Can** to 10 people pledging \$20 or more to the

telethon. The passes were awarded upon presentation of the official telethon pledge receipt. We certainly feel Robert earned his SHOWMANSHIP Citation for his efforts in selling this attraction "any which way he could!"...

Incidentally, Bob also scored with a winning campaign on **Private Benjamin** in which he arranged a Vic Tanny tie-up using the theme, "Get in Shape and Join Goldie's Army." He outfitted his theatre staff in combat uniforms and admitted army privates free on opening night for good press, radio and tv coverage.

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## Monkey Business Sells Any Which Way in Ottawa

**Gary Martin** of the Nelson, Ottawa focused on the orangutan character, "Clyde" in his promotion of the Clint Eastwood Christmas release. To draw attention to the opening, a staff member clad in monkey suit handed out Oreo cookies to patrons. Gary also invited patrons to enter the "Take Clyde Home Contest" awarding a life-size plush monkey as the draw prize. Imprinted baseball caps were also given out as prizes. He got plenty of on-air plugs for **Any Which Way** on CKBY Radio's Country Music Show, which featured the sound track music and lucky ticket giveaways.

*continued next page*



*Pint-sized patrons and a pink pussycat, (played by Ruth Neuman) at the Capitol, Regina, cuddle stuffed kittens as part of an Aristocats promotion.*

*See next page for details.*

## Capitol, Regina Assistant Also Goes Ape With Christmas Pic

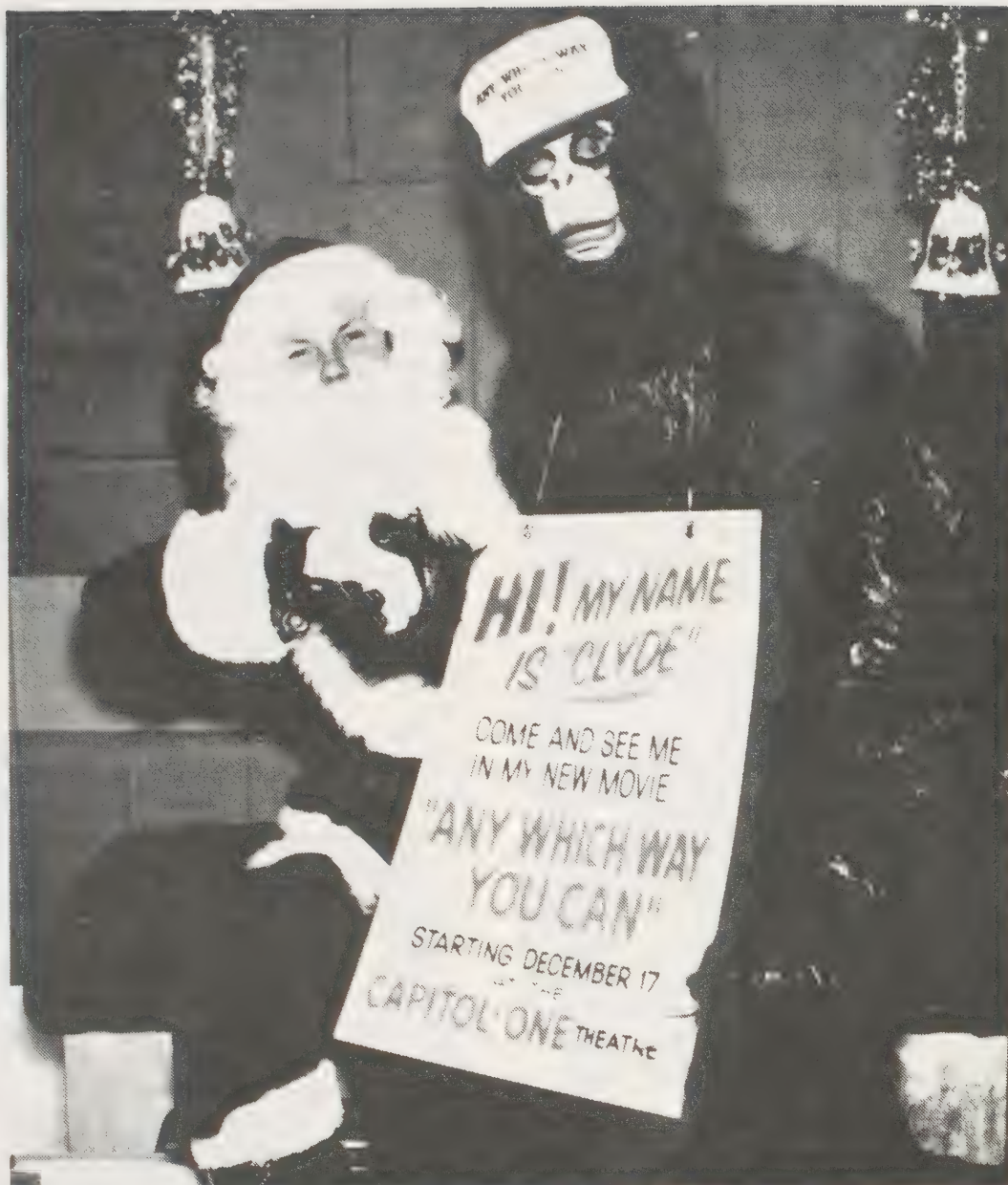
Assistant Manager **Florence Shaver** startled pre-Christmas crowds in a busy Regina shopping centre with her monkey-costumed "Clyde", wearing baseball cap, patrolling the mall. "Clyde" introduced himself to the holiday throngs by means of a placard around his neck reading: "Hi! My name is Clyde. Come and see me in my new movie, **Any Which Way You Can**, starting Dec. 17 at the Capitol Theatre." The mischievous ape joined the kids in Toyland and even wound up on Santa's knee telling him to bring the crowds to the Capitol for Christmas. Florence also arranged window displays and a radio promo for the engagement.

To publicize the opening of Walt Disney's **Aristocats**, Florence came up with another cute stunt. She promoted dozens of fluffy white "Royale" kittens, (stuffed variety), from the Facelle-Royale Company as giveaways to kiddies attending the early showings. A real live pink pussycat, (made over from a pink panther costume) made the giveaways to delighted small fry recipients. Lobby, front showcases and window displays were decorated with "Aristocat" posters and hanging mobiles advertising the "Royale" kitten special offer.

It is always a delight for us when we see this kind of initiative on the part of an assistant manager and, judging by the resumé of Florence's promotions that Manager **Jack Heaps** sent in to us, he is pretty proud of her Citation-winning efforts too!

## Some Like It Hot in Vancouver

**Brent Calvert**, our Advertising Manager at the Vancouver District Office set up a "hot" campaign for the opening of **A Change of Seasons**. A "sizzling" photo of star **Bo Derek** was blown up, framed and installed in a hot tub in the Capitol 6 lobby. The hot tub display was seen in the theatre for the entire run of the picture and included an entry box for a chance to win the tub donated by Cannibal Tubs. CJAZ radio had numerous promotional spots where double passes, 8 x 10 photos of Bo and posters were given away on the air. Cannibal



*Kent Debert in "Clyde" costume monkeys around with Santa while promoting Any Which Way You Can at Regina's Capitol Theatre.*



*Bo Derek relaxes in the lobby of Vancouver's Capitol 6 Theatre.*



*Thunder Bay Manager Rob Lipson gets into the 9 to 5 act by re-creating a scene from the movie poster. Assisting him are, from left to right, Shari Coslett, cashier, Sherry Caruso, candy girl and Karen Woychyshyn, cashier.*

Tubs also gave away prizes at their store. We hear the promotion was a lot of fun and created a tremendous interest in the film, not to mention numerous traffic jams in the lobby.

### **Manager makes tie-up ... with himself!**

Robert Lipson of the Capitol, Thunder Bay literally threw himself into the act by creating a three-dimensional "animated" display to advertise **9 to 5**. Taking his cue from the poster art showing Jane Fonda, Lily Tomlin and Dolly Parton pouring coffee for the "boss" while he's tied to his chair at his desk, Robert had three attractive young ladies tie him to his chair, behind his desk, which was moved into the theatre lobby, to duplicate the pose. Assistant Neil Scavarelli spelled off the "boss" from time to time ... just to learn the ropes!

8 x 10 stills, arranged in the shape of the numerals 9 and 5 were mounted on the wall behind the desk along with a one sheet poster. Robert garnered free promo plugs on two radio stations through the giveaway of LP albums and passes.

Customers didn't find the manager in his office in this case. He was right where he should be. Tied up greeting patrons in the lobby.

### **Secretaries spread the word about 9 to 5**

Jonathan Watts of Polson Place Cinemas, Vernon B.C. worked out a nice promo with his local radio station, which helped generate word-of-mouth on **9 to 5**. The station aired promo plugs four or five times each day inviting bosses to phone in the name of their favourite secretary. Each secretary was sent a free pass to see the movie and a grand prize winner also received LP album, flowers and other goodies! Needless to say the secretaries loved the picture and the word spread like wildfire around their respective offices!

### **Ripplinger Uses Direct Approach to Sell Elephant Man**

Dale Ripplinger of the Broadway, Regina made a direct mail approach on **Elephant Man** to various local organizations working with the handicapped. Reprints of a "Marquee" magazine article on the film were enclosed with his personal letter to each group and also distributed to the Senior Citizens' Centre. Several hundred were inserted into a University student newspaper.

Letters to key on-air personalities and the Entertainment Editor of the "Leader Post" resulted in a number

of free radio plugs and a favourable press review. The host of the city's most popular talk show saw the film and talked about it extensively on his program, awarding passes to listeners for several days on the "Movie Quiz" segment of his show.

This is just one of a number of fine selling efforts we have received from Dale over the past few months. One of the most notable was his extensive campaign on **Song of the South** wherein he brought all the "southern" characters, (B'rer Fox, B'rer Rabbit and B'rer Bear), "north" to the Northgate Shopping Mall to generate excitement for his opening. He promoted a host of prizes from McDonalds, Dairy Queen, Wrigley's Gum, record albums, balloons and movie passes for this promotion and topped it all off by taking his costumed characters to the children's wards of the city hospitals, where their visit was covered by CKCK-TV News.

This campaign, along with others on **The Shining** and **First Deadly Sin** have earned Dale a goodly number of SHOWMANSHIP Citations!

### **Kung Fu Demonstration Attracts Big Crowds for The Big Brawl**

John Bishop of the Paramount, Kamloops, B.C., drew lots of attention to his engagement of **The Big Brawl** by staging martial arts demonstrations in the Thompson Park Shopping Centre. He even managed to hold the attention of the crowds between the "live" performances by playing the videotape trailer of **The Big Brawl** procured from the Vancouver District Office. An enterprising bit of "showmanship" on John's part — wouldn't you agree? ●

*Space does not permit publication of all the campaigns and promotions we have received. SHOWMEN IN ACTION will be an on-going feature, so if we missed your campaign in this issue, please bear with us. Just keep sending in your promos and we will do our best to get them in print. We have plenty of CITATIONS with space for your name ... and CASH awards to go with them! Let's hear from you!*

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## “The Works” New name for TCL restaurant

Over 80 names were submitted by Famous Players employees in TCL's recent "Name the Restaurant Contest". The new restaurant will be opening up in April in the Super Mall in Sudbury and will be TCL's first venture into licensed dining.

A panel of judges from TCL carefully screened all entries. General Manager Doug Armstrong had this to say: "After looking at them, we were concerned that the names submitted just missed the mark of the image we wanted for our new restaurant but the entries did start our creative juices flowing in TCL and we came up with a name which satisfied us."

TCL has named its new restaurant, "The Works" which was suggested at a post-contest brainstorming session. A spin-off of "Burgerworks," TCL's fast-food chain, the name reflects the restaurant's generous menu and the spirit of Sudbury.

Because the people at TCL felt the entries led directly to "The Works," they decided to choose three names for runner-up awards. The following names display originality of thought and are closest to the marketing concept of the new restaurant. TCL also decided to raise the prize money to a total of \$100 in recognition of the tremendous response from employees.

### First Runner-Up - \$50 Prize

"Choices", submitted by Debbi Capstick, Atlantic District Office, Halifax, N.S.

### Second Runner-Up — \$30 Prize

"Appetites", submitted by Patricia Carter, Insurance Department, Head Office, Toronto.

### Third Runner-Up — \$20 Prize

"SuperMeal", submitted by Jacques Lemonnier, Projectionist, Kent Theatre, Montreal, Quebec.

TCL would like to thank all who participated in the contest and congratulate the above winners for helping them discover "The Works". ●

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# letters

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Send us your letters. Criticisms or praises; we would like to hear them all! Do you have suggestions regarding the content of FAMOUS NEWS — something you dislike, like or would like to see in it? Write and let us know. Please note that no anonymous letters will be considered for publication.

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## You Love New Mag

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Dear Editor,

Just received copies of FAMOUS NEWS this morning, I dropped everything until I had browsed through it with pleasure from front to back.

I found that it was excellent. It makes you proud to be an employee of Famous Players.

In this day of continual labour unrest, constant complaining, criticism of company policy, distrust of executive policy, it is uplifting and encouraging to see a company that is using energy means to foster and develop harmony and pride in achievement.

Yes, "all our world is a stage" — and I am proud to be a Famous Player.

Yours truly,  
Wilf Keelan  
Paramount Cinema,  
Chilliwack, B.C.

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Dear Editor,

We really enjoyed your first edition.

Pat Joyce,  
Vancouver Office.

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Dear Editor,

Congratulations on the creation of the "Premier" edition of FAMOUS NEWS... It has majesty, modesty and might ... written with excellence and portrays the power of our company with an unmistakable force. I must ruffle through my old exploitation negative file. Kind wishes and applause to all engaged in the work.

Sincerely,  
Len Bishop,  
Retired Toronto Manager.

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Dear Editor,

I think your first publication of FAMOUS NEWS was super. Keep up the good work.

Yours truly,  
John Spurdakos,  
Vice-president,  
Advertising and Publicity,  
United Theatres, Montreal.

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Dear Editor,

CONGRATULATIONS!

A terrific job on the first edition of FAMOUS NEWS. Only good comments from the staff.

T. Murray Lynch,  
Capitol Square,  
Ottawa, Ontario.

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Dear Editor,

Congratulations on your premier issue! The first edition of your company newsletter is really fantastic.

You are to be highly commended for the excellent content of this first publication. The editorial coverage, photography, and breadth of subject matter is outstanding. Good luck in the future. It will be most difficult to maintain such high standards on a consistently regular basis.

Again, congratulations!

Sincerely,  
Dwight C. Selby,  
Director of Marketing  
Gatlinburg Place.

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Dear Editor,

I would like to congratulate you on your premiere edition of FAMOUS NEWS. I found it to be interesting and informative, as did my staff. This sort of publication is very welcome, especially to the outlying areas which do not hear about the comings and goings of our Head Office.

Good luck in the future and we will be looking forward to the next issue of FAMOUS NEWS.

Yours truly,  
Ross Pratt,  
Manager, Lambton Cinema  
Sarnia, Ontario.

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# the product picture

In this column, we bring you information on current and upcoming products. Release dates given are for Toronto.



A rose among two thorns? Head Office ad men Doug Pinder (left) and Ross Chapman (right) frame statuesque star of *Eyewitness*, Sigourney Weaver at recent screening in Toronto.

## **Eyewitness** February 13, Twentieth Century-Fox

Daryll Deever works the late shift as a janitor in a Manhattan office building. A simple, amiable, unassuming man, he has only two extravagances: his motorcycle and a video recorder which he uses to tape the Ten O'Clock News featuring Tony Sokolow, a glamorous newscaster who mesmerizes Daryll with her beauty and sophistication.

It's unlikely that Daryll and Tony would ever meet until a diamond importer is slain in the building where Daryll works and Tony is sent to investigate the crime.

The result is a spellbinding mystery of oddly mismatched characters thrown together by perilous circumstances in the classic mystery thriller genre.

The film stars William Hurt, Sigourney Weaver and Christopher Plummer. It is directed by Peter Yates with a screenplay by Steve Tesich, the team responsible for the highly successful, **Breaking Away**.



Ralph Bakshi's new animated film, "*American Pop*" is about the beat of American music.

## **American Pop** March 6, Columbia

*American Pop* is an animated musical fantasy that traces the growth of America and its music through four generations of males involved in show biz.

It is directed by Ralph Bakshi who also did *Fritz the Cat* and *Heavy Traffic*.

## **Back Roads** March 13, Warner Bros.

In *Back Roads*, Sally Field backs into Tommy Lee Jones as Amy, a young woman with a sharp tongue and a warm heart. Jones plays Elmor, an overly ardent, overly eager, ruggedly handsome tough-yet-tender type who is anxious to have Amy fall in love with him.

This is an unusually funny, unusually romantic and unusually joyful story about two people — backing into love.

The movie is directed by Martin Ritt of *Norma Rae* fame.

## **The Postman Always Rings Twice**

March 20, Paramount

Starring Jack Nicholson and Jessica Lange and directed by Rob Rafelson. The classic James M. Cain novel of lust, adultery and murder returns to the screen in this remake of the 1946 MGM film which starred John Garfield and Lana Turner.

## **Kelly** March 20, Paramount.

For more details on Famous-produced *Kelly*, see "Production Notes" page 9.



Bill Cosby as Barney Satin in new Disney flick, *The Devil and Max Devlin*.

## **The Devil and Max Devlin** March 20, Paramount

Max Devlin is an apartment manager who likes to shift blame for stuck windows, leaky faucets and peeling paint to the owner. Little do the tenants know he is the owner. One day, Max steps into the path of an oncoming bus.

As the Earth's surface slips from view, Max knows where he is headed; his descent through smokey, shriek-filled levels confirms his worst fears. Max next finds himself in a conference room in Hell's inner sanctum confronted by six devils. Barney Satin, Satan's left-hand man, makes a deal with Max to restore him to life provided he can convince three innocent people to sell their souls within two months.

As he races against the clock, Max does some serious soul-searching in this latest Disney film.

The movie stars Elliott Gould as Max and Bill Cosby as Barney Satin. The film is directed by Canadian-born Steven Stern.

*continued next page*



Sam Neill stars as Damien Thorn in the terrifying final chapter of the "Omen" trilogy — "The Final Conflict."

### **The Final Conflict** *March 20, Fox.*

The third in the terrifying trilogy that began with **The Omen** and continued with **Damien, Omen II, The Final Conflict** concludes the chilling story of Damien Thorn, the destructive son of Satan. Operating undercover in his dual role as head of a multi-national corporation and American ambassador to London, Damien unleashes the full force of his demonic powers. As the world hovers on the brink of devastation, only the woman who loves him can bring an end to his murderous reign of terror. Sam Neill, a sensation in **My Brilliant Career**, plays Damien, co-starring with Rossano Brazzi, Don Gordon and Lisa Harrow and directed by Graham Baker.

### **Thief** *March 27, United Artists*

The story of an ex-con who walks a tightrope between police and underworld enforcers. In this gripping crime-drama, James Caan plays the thief with the dream of pulling off one big job and retiring into respectability with wife and children. Also starring Tuesday Weld. Directed by Michael Mann.

### **Hardly Working** *April 3, Fox*

Jerry Lewis returns to the screen after a ten-year absence in this screwball comedy about a wacko guy with a variety of jobs.

### **Goin' Ape** *April 3, Paramount*

In this comedy starring Tony Danza, Danny DeVito and Jessica Walter, a prodigal son stands to inherit millions of dollars but only if he successfully cares for a trio of circus-performing orangutans for a period of five years.

### **Excalibur** *April 10, Warner Bros.*

The mystical tale of King Arthur, Merlin and the Knights of the Round Table unfolds in this stunning adventure story. Directed by John Boorman of **Deliverance** fame, **Excalibur** is a shocking, vivid movie exploring man's deepest desires. The movie stars Nigel Terry and Helen Mirren.

### **Caveman** *April 10, United Artists*

A prehistoric slapstick comedy with Ringo Starr as the original 97-pound weakling and his band of sidekicks banished from his tribe for lusting after the chief's mate. This film is described as "setting comedy back one million years." With Barbara Bach, Avery Schreiber and Dennis Quaid. Directed by Carl Gottlieb.

### **Death Hunt** *April 17, Fox*

Charles Bronson and Lee Marvin team up for the first time since **The Dirty Dozen** in a rugged adventure filmed in the remote Canadian Rockies. Bronson is a tough, reclusive trapper, well-versed in the art of survival, who becomes the quarry of a dedicated lawman played by Marvin. Angie Dickinson is the lady in Marvin's life. The greatest manhunt in the history of the RCMP, **Death Hunt** also co-stars Andrew Stevens. Directed by Peter Hunt.

### **Friday the 13th, Part II** *May 1, Paramount*

This sequel to **Friday the 13th** details the return of Jason, the supposedly dead son of the murderess in the first film. A horror picture starring Amy Steel, Adrienne King and John Furey and directed by Steve Miner.



Alien beings from a distant galaxy invade earth in the science fiction shocker "Without Warning."

### **Without Warning** *May 8, Ambassador*

**Without Warning** deals with alien visitors from a distant galaxy who invade the earth seeking food. When they decide that humans will be their prey, they unleash an inconceivably horrible weapon that is not only deadly but ALIVE.

Starring Jack Palance, Martin Landau, Cameron Mitchell, Neville Brand and Sue Ann Langdon. Directed by Greydon Clark.

### **The Fan** *May 15, Paramount*

A thriller concerning a famous Broadway actress and a deranged fan's obsession with ending her career and her life. Starring Lauren Bacall, James Garner and Maureen Stapleton and directed by Edward Bianchi.

### **Savage Harvest** *May 15, Fox*

A suspense thriller filmed on location in Kenya and Brazil. Described as an African **Jaws**, the story deals with the terrifying plight of a family trapped by starving lions, leopards and other predators on the rampage around a lonely African plantation house. Starring Tom Skerritt, Michelle Phillips and directed by Robert Collins. ●

*Look for more movie news in our next issue.*

# our theatres

## Towne Saga

by Margaret Kamin

*In the following article, we hear about the Towne Cinema in Toronto from cashier Margaret Kamin, a 21-year veteran of Famous.*

● Twenty-one years ago, on a sunny July day, I answered an ad for relief cashier at the Towne Cinema in Toronto. I was hired and like the proverbial "man who came to dinner", I stayed on.

The Towne was managed by Barney Simmons with Helen Parkinson as assistant manager. The late Yvonne Taylor was patroness and owner.

The theatre was known as an art house, ("The Towne Art") and was run by Twentieth Century Theatres. An art exhibit covering three walls graced its lobby. Contemporary artists as well as part masters were represented in the display which periodically changed character. A Mrs. B. Fisher was in charge of the art. She would walk in, (always clad in cape and dark glasses) and start laboriously bringing in and carrying out parts of the display. Walking away, she never even glanced at the cashier observing her from the box office.

She was eventually replaced by Anne Mandel who would park her car in front of the theatre, take her pictures out of the trunk and in a seemingly effortless display, make the changeover inside the lobby. With admiration I would watch her capable, systematic handling of all the art. When she finished, she would always give me a big smile before driving off.

In time, this "art nook" gave way to our candy bar. Yes, from paintings to popcorn. The change, although short on culture certainly did not lack color. The pungent



Margaret Kamin — 21 years as a cashier at the Towne Cinema.

smell of roasting popcorn, the attractive display of sweets, the young beauties behind the candy bar — it all gave a special atmosphere to our spacious lobby.

When I came to work here, a parking lot faced us to the north.

Beyond that, I could see a tree-lined street. Pedestrians were visible, the sometime blue sky would meet my gaze and here I sat, year in and year out, in my box office. One day, I noticed a construction crew busily at work across the street. Day by day, up came a brick wall, higher and higher. A building finally emerged facing the theatre and blocking my view to the next street.

The crowd-filled subway station was dismantled and a huge fence was put up on the corner of Yonge Street. The fence that came up was the beginning of a new "Bay" store — the city's largest.

Inside the Towne, changes were taking place also. Yvonne Taylor passed away, Barney Simmons transferred to Vancouver and Helen Parkinson moved to the International Cinema to work under Florence Simmons.

On a wintry Saturday afternoon, I noticed a young woman in the lobby looking at me intently. After a while, she came into the box office and introduced herself as our new manager. Then and there my life in the Towne Cinema took on a renewed interest. Beryl Goodwin managed the Towne for 17 years. Besides being efficient in her work, she brought with her presence a certain cheerfulness. On cold nights when patrons grew restless in long line-ups, Beryl would be outside keeping

*continued on page 20*

## Highlites of the Towne

by Margaret Kamin

In the early sixties, a process called Aromarama was used in the Towne Cinema. It was a most extraordinary presentation. The theatre was filled with exotic scents of the Orient to correspond with scenes on the screen. To this day, I don't know how Barney Simmons managed to do this.

When we played **Room at the Top**, Simone Signoret the star, came in one day during the matinee. On another occasion, the French actor Alain Delon made an appearance; he was every bit as handsome in person as he appeared in his films.

The series of Sophia Loren — Italian-language films brought out the Italian community en masse.

Films like **Good-bye, Columbus**, **The Graduate**, **Duddy Kravitz** and **Lies My Father Told Me**, would bring to the Towne most of the city's Jewish community. When we played the French film **Cousin, Cousine**, one lady patroness came to see the film every day for the full three-month run.

Years ago, when the Towne was Twentieth Century-owned, the executives from the nearby office would saunter in occasionally. Some of them have passed on; Raoul Auerbach, John Kurk, Sidney Roth. The others; Myer Axler, Nat Taylor, H.P. Ginsberg and Martin Simpson still give the theatre a fleeting glance on passing.

## Towne Saga

*continued from page 19*

people from grumbling. With her big smile and ready wit, she somehow managed to transform the most out-of-hand crowds into a boisterous group.

Beryl had the theatre redecorated. The pale, worn-out broadloom gave way to a red and blue carpet. The dull, beige doors became a lively orange color and the walls upstairs were adorned with velvet troubadours and figurines. The decor remains the same now; it has endured quite well.

When I first started at the Towne, the maintenance of our heating, plumbing and air conditioning was done by "Armstrong & Baum". The repairman, (or the A & B man as I knew him), was a young lad. After 21 years, he still comes around but his hair is grey now and he walks the stairs instead of taking them two at a time.

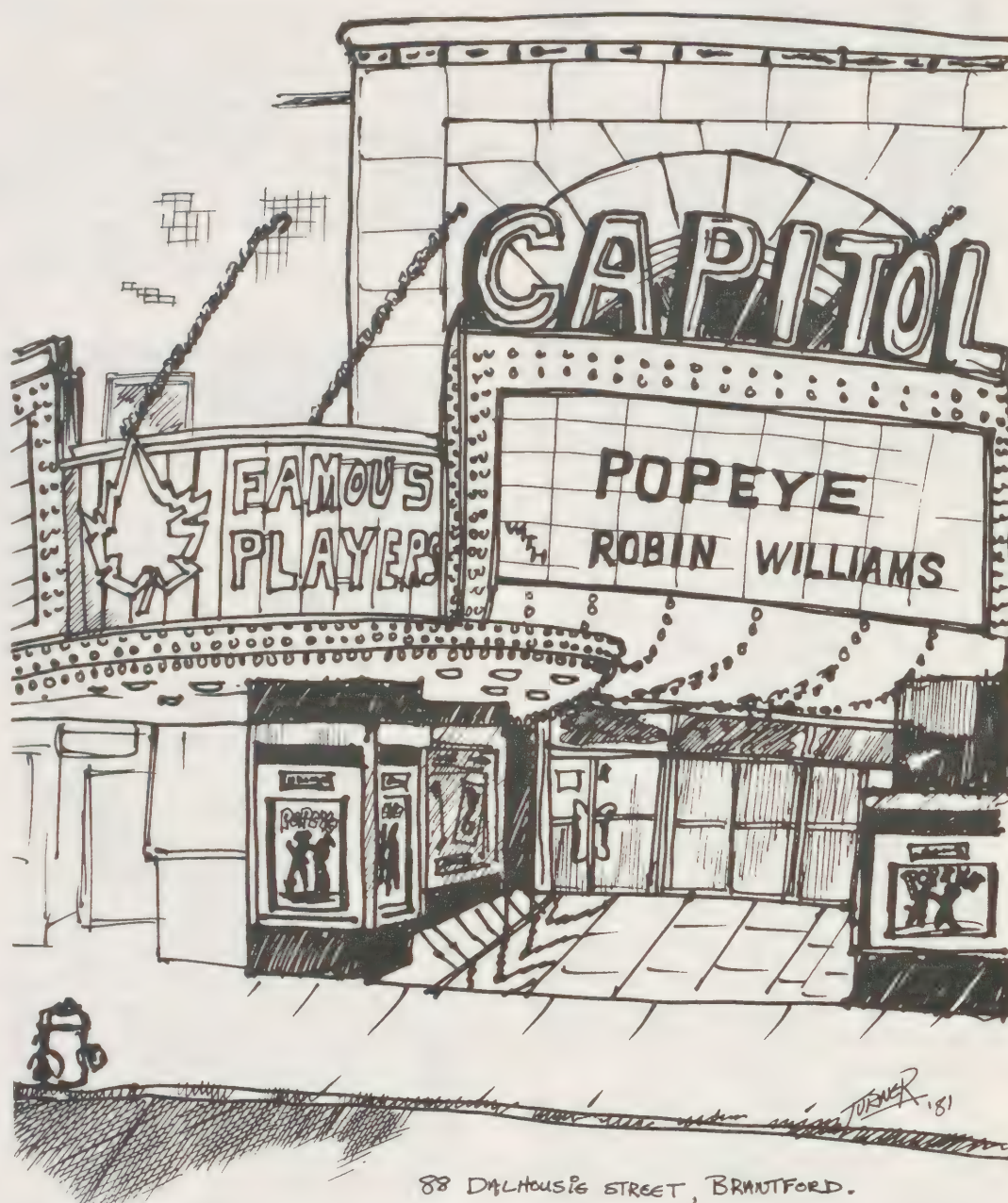
### Grandmother

As for myself, when I started work here, I had two boys in public school. Through the years, I've witnessed their barmitzvahs, graduations, marriages and I've become a grandmother. Four years ago, my husband passed away. Trips to Israel, Florida and California have occupied my time. All these events and much, much more have taken place in my life framed by the box office of the Towne Cinema. My job is so much a part of my life that on one of my trips to Israel, I absentmindedly answered a friend's phone with, "Good afternoon, Towne Cinema."

### "I'm Still Here"

The legion of assistant managers, ushers, candygirls, doormen, and projectionists come and go but after 21 years, I'm still here every day six days a week. It's a pleasant place for me to come for a few hours in the afternoon.

The theatre gets a face lift every now and then. Recently the ladies washroom walls were covered in thick red carpeting for the benefit premiere of the film, *Tribute*. It was a gala evening and could only have been so because it took place here, at the Towne Cinema. ●



*Sketch of the Capitol Theatre, Brantford, by doorman Paul Turner.*

## Capitol Theatre Brantford, Ontario

by Paul Turner

So, we're now a branch or twig of a growing theatre newspaper network! Well, congratulations, good luck and may we be the first or amongst them, to tell you a little about our family at the Capitol Theatre, Brantford, Ontario.

The Cap was built in 1911-14 as the Temple Theatre, home of the first talkie, *The Jazz Singer*. It features: original large marquees, aluminum letters, marble box office, wooden, brick and plaster lattice work, (very ornate) and a domed ceiling. The seating capacity is 1,200. It boasts a full-size

theatrical stage with make-up rooms, orchestra pit, sandbags — the works. The acoustics provide the best sound possible on magnetic tape this side, or any, from the University Theatre in Toronto. The auditorium pulsates with the Sound of Music and the classics, to Brantford's symphony performances to current rock pictures; Pink Floyd, Neil Diamond, etc.

The staff is also of interesting quality and texture, featuring several "seasoned" theatre buffs:

### Don Spencer

Our manager is a Famous old-timer, just how long 'old a timer' he declines to mention.\* He manages the Cap, the Sunset Drive-In and also works as projectionist, not generally at the same time, however. Don possesses enough electronic gadgetry, computers and program-

med amusement to open his own Radio Shack store.

*\*Don's been at Famous for 31 years. (editor)*

### Marg Ainger

Our cashier and relief manager has been with us for a month or so shy of 15 years and has seen many new faces pass through our payroll and out into the full-time working world. A perpetually pleasant, guiding source of goodwill, she is loved by us all.

### Paul Turner

As for myself, I am perhaps the organization's oldest and with three degrees, the most over-qualified usher and doorman. My third degree is a bachelor of education and I use it as a supply high school teacher. I have been with Famous since high school days, for eight years now and am the theatre's resident artist and crowd-control man. My theatre evacuations or line-up promptings sound like the AM top forty courtesy of experience with local AM and FM radio stations. My pet fantasy is to be discovered by a Famous Players talent scout and promoted to their "creative" department.

All of our staff have interesting hobbies, job experiences or interesting backgrounds. Many of us, at one time or another are college or university students or active highschoolers. Sports interests range from football jocks, ski and swim team members to scuba and hand-gliding enthusiasts. Ed Cripps, our senior projectionist, is a circus aficionado with a huge scale model of a circus tent, rings, people, trains and animals, accumulated over a 38-year period. He possesses many original circus and early movie posters. Betty Faber, our long-time assistant manager has a knack for floral arrangements and is awaiting her winged FTD talent scout.

We'd like to introduce you to our staff...our candy girls, (confectionettes) include: Sue Boyd, Lorene Dunham, Pat Larray, Dawn Truckle and Corrine Smith. Rob Dorian, Darryl Faber, Jeff Mitchell, Dan Thistle and Paul Turner make up the ranks as ushers and doormen. The show "goes on" thanks to the illuminating lights of Russ Harris, John Newstead and Ed

Cripps. The unsung unseen that clean up after the credits are given include Rose Blackie, Joe Colombo, Tony Goshlak and John Torok.

Well, that's the Capitol, Brantford. Again, best wishes for the paper and for all the Famous "Family" in 1981. ●

## Warm Memories

The Chateau Cinema in Montreal recently treated its customers to a taste of nostalgia.

Manager Esam Mokhtar discovered his cashier possessed the first key used almost 50 years ago to open the theatre on Dec. 24, 1931. He then sent an usher to city hall to borrow a photo of the Chateau from the city's archives. The key and photo were assembled, together with a short history of the cinema, in a glass display case at the cinema's entrance.

From all reports, customers commented on the attractiveness of the display and agreed that it brought back many warm memories. ●



*The Capitol in North Bay - line-ups for its first presentation, "In Old Arizona", October, 1930.*

## Cap North Bay

by Don Dickerson

To start and write about a "palace" that is now some 52 years young, and has served North Bay with respect and dignity over all these years, is not an easy task.

Of course, I am referring to the Capitol Theatre on Main Street. This showplace of Northern Ontario was opened on Saturday evening, June 1, 1929. The opening attraction, the first talking motion picture in North Bay, was *In Old Arizona*, starring Edmund Lowe, Warner, Baxter and Dorothy Burgess. This was hailed as the "last word in sound photoplay, music and presentation." Admission prices on opening were 10 and 25 cents for the matinee and 10, 25 and 40 cents in the evening.

The design of the Capitol is that of sunny Spain and it was called "a palace of splendor; an architectural and scenic beauty" at the opening in

1929. The construction costs of the theatre were \$250,000. Standard Planning Mill of North Bay supplied the lumber and woodwork for the contractor. The doors, window sash and all the mouldings were made here in North Bay. Cochrane's Hardware supplied other building materials to the contractor.

One feature of the opening week of the Capitol was the appearance in the lobby of the Hartz Mountain Roller canaries. These canaries (in cages) were placed among the chesterfields that once graced the entranceway of the theatre.

In 1929, it took 12 painters working day and night for five weeks and two tons of paint to create a modern, striking appearance. The theatre was decorated in colors of blue, silver and blue-green. All draperies used in the theatre were color-coordinated to match the entranceway and the walls. At one time, drapes hung behind the false organ grilles on each side of the

## Cap North Bay

*continued from page 21*

auditorium. These drapes were silver in color and lighted before showtime and during intermissions. No evidence of any organ can be found and it is doubtful that a theatre organ was ever installed in the Capitol.

In 1931, the first radio station in

North Bay, (CFCH) was opened in Suite No. 15 of the Capitol office building. The opening broadcast was presented from the stage of the Capitol Theatre, live at 11:15 p.m. on March 3, 1931. Included in the 12 big radio acts was local talent as well as entertainers from Toronto.

The Capitol, the grand old lady on Main Street, has been the entertainment showplace of North Bay for over 50 years. ●

## Runnymede, Toronto

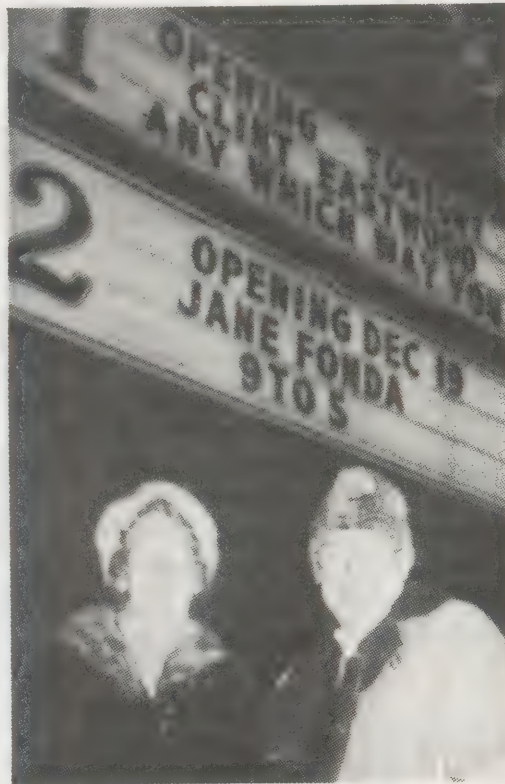
Frankish Styles, a Famous patron, wrote the following story which appeared recently in Toronto's Bloor West Villager community newspaper.

by Frankish Styles

If, by mere chance, you attend the first opening of a brand new theatre, what does it feel like to attend a re-opening of the same theatre, (as a guest of the management) some 53 years later? Well, I can tell you. Great!

The theatre is Famous Players' Runnymede, which opened in 1927 on a date that coincided with a visit I made from London, Ontario to a friend who lived on Windermere Avenue, just west of the theatre.

Attending the first show in a new theatre was exciting for a young teenager. I do not remember exactly, but its cost was about 25 cents judging from the 11 cents I used to pay every Saturday afternoon for



Margaret and Frankish Styles pause outside of the Runnymede Theatre on the night of its re-opening. After having read of the Runnymede's re-opening, Mr. Styles wrote Famous telling them that he remembered attending the opening of the original Runnymede back in 1927. Famous invited him back to attend the re-opening.



And what would an evening at the movies be like with popcorn? Margaret and Frankish Styles accept a complimentary cup of the stuff from Mary Papadopulos. Photos by Bill Dunphy

serials in London. Serials — that's the way to get kids into theatres on a regular basis!

The show? I didn't remember the name until reminded by Don Watts, publicity man for Famous. It was called **Senorita**. But I did remember the story rather well, and the star in the title role, Bebe Daniels. Clint Eastwood stars in the 1980 re-opening show, **Any Which Way You Can**, a follow-up of the more familiar title.

The Runnymede is still looking super. Closed down as a theatre in 1972, it survived on Bingo. Its revival shows some beautiful redecoration, and some new services such as a washroom for disabled people.

The manager who opened the theatre, Richard Shamy, is a very personable and friendly man who meets frantic deadlines without losing his smile. Get to know this theatre, you'll like it. ●

## Pyramid Place

*continued from page 23*

qued ribs, corn-on-the-cob and other good western food. An Old West atmosphere has been created with authentic western artifacts. Live entertainment, featuring youthful singers and musicians, is available to serenade diners western style.

### Expanded Games, Shops and much more

Another new attraction this season is the "BAHA" Beetle Grand Prix", a challenging remote-controlled attraction featuring twenty model-sized dune buggies to manoeuvre over all types of terrain. This exciting new attraction is located outdoors adjacent to Kid's Place.

Other additions to Pyramid Place this season include two exciting new shops, "The Western Roundup Co.", featuring a complete selection of western wear from cowboy hats to belts, buckles and other items, and "Just for Kid's", an outdoor kiosk specializing in Kid's Place souvenir items and novelties.

Pyramid Place will be open with a preview weekend on May 16-17, plus weekends September 12th through September 27th. ●

# Pyramid Place to Feature New Attractions for 1981 Season

Scheduled to open for its third season in early May, Pyramid Place, Famous' family entertainment centre in Niagara Falls will be featuring a variety of new attractions. A double IMAX feature film presentation, a fabulous new live show, an expanded Kid's Place participatory play area, a western theme restaurant, a new remote-controlled attraction, and two exciting new retail shops are part of the \$1.5 million in improvements to Pyramid Place.

## Sensational Imax Films

For the first time in its three-year history, Pyramid Place will offer its guests two sensational IMAX feature film presentations on Canada's largest indoor movie screen — **Circus World** and **Ontario Summertime**. **Circus World** takes viewers backstage with a vivid look at the non-stop thrills and excitement of the famed Ringling Bros. and Barnum and Bailey Circus. **Ontario Summertime**, a fast-paced cinema adventure, takes viewers on a tour of Ontario, one of Canada's most beautiful provinces. Guests will experience the awesome beauty of Ontario's lakes, rivers and canals and marvel at some of the most exciting scenery ever seen by man.

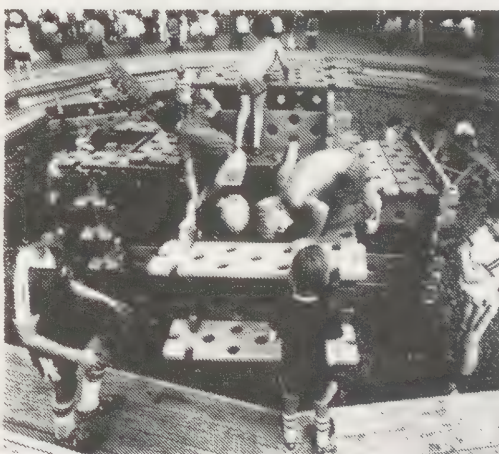
## Great New Shows and Attractions

New for the 1981 season is the Magic Theatre, which presents "Hocus-Pocus", a fantasy-filled family show produced by famed illusionist Mark Wilson. Guests will be amazed with magical tricks and illusions performed by a talented cast of young magicians and entertainers. Audience participation will be an added feature of this magical, mystical, musical show.

The "Good Times Jamboree", an all-animated musical show; the "Great White Water Niagara Picture Show", a multi-media spectacle tracing Niagara's colourful past; and an assortment of games, specialty shops and dining facilities will continue to attract visitors to the park.



*The spectacular 90-foot high pyramid-shaped IMAX Theatre is the premier attraction at Pyramid Place. Breathtaking films are shown on Canada's tallest indoor movie screen ... over six stories high!*



*Youngsters can build their own creations with "Together Toys", one of 14 new and exciting play elements at Kid's Place at Pyramid Place in Niagara Falls, Ontario. Altogether there are 28 high-spirited activities, created to tempt youngsters ages 4 to 13 to climb, crawl, jump, bounce, swing and slide according to their own physical abilities.*

## A Newly Expanded Kid's Place

Kid's Place, the children's participatory play area, has been doubled in size this year to include an all new selection of challenging activities for youngsters from age 4 to 13. The "Rubber Band Bounce", "Maid of the Mist Twist", "Foam Swamp", "Water Maze", and "Pyramid Toss" are just a few of the fourteen new activities added to Kid's Place. Altogether there are 28 exciting play attractions that entertain, educate and build coordination.

## Western Style Dining

The 1981 season also features a new family style restaurant...the "Great Western Cook House", a western theme restaurant specializing in deep-fried chicken, barbe-

*continued on page 22*

## Spooky Attraction Planned for '82

"The Haunted Graveyard of Niagara", a walk-through experience bombarding the unsuspecting visitor with special effects, will open as an exciting new attraction in 1982. Combining atmosphere with animated figures and projections, this attraction will provide guests with chills, wonder and excitement as they wander through the long-lost "Haunted Graveyard of Niagara". Utilizing existing legends of the Niagara Falls area, the story builds on the mysterious and tragic events surrounding Niagara's colourful history.

Says Famous' Entertainment Attractions head Brandt McCool, "when completed, the "Haunted Graveyard" promises to be Niagara Falls' most spectacular animated haunted attraction. It will be equal to Disney's haunted house." ●

# famous 'people'

## Best Popcorn in Town

*George Clarke, Manager of the City Centre Cinemas in Sudbury, sent us this item on Natalia Humeniuk, a confections counter employee, which appeared recently in that city's Northern Life newspaper.*

"I only think good about people," says Natalia Humeniuk, the "popcorn lady" who has worked behind the refreshment stand at City Centre Cinemas for the past ten years.

Humeniuk began working at the refreshment stand on June 17, 1971, when the cinema first opened. Since then, she has worked evenings, six days a week, shelling out popcorn and other munchies to hungry theatregoers. And she loves it.

"I like to work at night," she says. "I meet different kinds of people and I enjoy working with them. I get lots of offers to work in stores, but that's not me. I like talking and joking. It's a very interesting kind of work."

Born in the Polish Ukraine, Natalia arrived in Levack, Ontario in 1951. Following the death of her husband, she lived in California but soon returned to the Sudbury area.

"Here, the people are more friendly, more nice," she explains. "Everyone knows me. I feel more at home ... I know mostly everybody in Sudbury."

Although Natalia does not know the names of her regular patrons, she is quick to recognize a familiar face and her warm heart draws them to her.

"When they are married or engaged, they come and tell me the news," she says. "If they break up



*Natalia Humeniuk — gives advice like a bartender.*

with their girlfriend or their wife leaves them, I give them advice. I tell them, take it easy; be nice; be polite; send flowers. A lot come back and say, 'you were right, she has returned'. Since I'm here all the time, I'm something like a bartender," she explains. "They come and tell me all their troubles."

Her unqualified friendliness towards everyone is a natural part of her personality and she has a particular fondness for children. Before the start of the Second World War, she taught public school in her homeland. Then came four years in a concentration camp. Even these years had a redeeming feature. She says they helped her social skills. "There, you had to get along with people or else you would go crazy."

Regarding her work, Natalia boasts that "our popcorn is the best." On a busy night, customers munch their way through fifteen five to ten-pound bags.

"Some people come to the theatre just to buy it. They ask me, what is your secret that makes your popcorn so good? But it's just a woman's touch, no secret."

"Everything is always exciting on my job," Natalia bubbles. "Once, two men came in dressed as women so I called one of them 'madam' and they tried to give me a big tip ... I like it. I really enjoy this kind of work!" ●

## More About Famous People...

### Winnipeg District Office now has Grandmother

Jack and **Helene Smyth** advised that they are proud grandparents to

#### personal info

Helene looks after the Ticket Department in the Winnipeg Office.

Merchandise clerk at the G.S. Winnipeg Office **Peter Nixon** and his wife **Margaret**, looking tanned and fit, just returned from a vacation in the Fijian Islands, via Honolulu. Fortunately, Winnipeg is enjoying a balmy spell of weather so the temperature shock was bearable. In the meantime, District Manager **Warde Tullock**, looking pale and wan, is just leaving for a driving vacation to San Antonio, Phoenix, and Las Vegas, with wife **Helene**. They expect to return tanned and fit.

At Winnipeg's Annual Staff Christmas Party this past year, the organizers realized a small profit and decided to make a donation to two charities — the CJOB Shut-ins Fund and the Winnipeg Children's Hospital. Next year's goal is to throw a bigger and better party so that more donations can be made to other charities. All the organizers are to be congratulated.

### News from the Capitol Theatre, Sarnia, Ontario...

Assistant manager **Lisa Kennedy** will be tying the knot this September with former Cap staffer **Ross Harris**. Ross was the Cap's doorman and has left to become an apprentice electrician.



The Cap's congenial projectionist, **Paul Cooper**, had to take a few days off work at the beginning of January due to a back injury. The culprit was his skidoo. "He waited so long for snow, and the first day out, he gets hurt," says Manager Elva Robbins.



Headline hunter Ross Pratt

**Ross Pratt**, the Manager of the Lambton Cinema in Sarnia, appeared on the nationwide TV game show, "Headline Hunters" on January 5. Not only did Ross win two Remington shavers, a hair-dryer, a sewing machine, a shoe-store gift certificate and an undisclosed amount of money, but he also became champion of the show which entitled him to play the "Rapid Round" for more bucks.

According to the show's producer Bill Burroughs, anyone who makes it as a contestant "is no dummy. It's a quiz show which requires a lot of intelligence."

We always knew our managers were the tops!

## A Used Van, Anyone?

Seems that **Bernie Harrigan**, projectionist at the Park Theatre in London, Ontario, recently had an accident. What's so special about that?

Well, when his van ploughed into a hydro pole, the power in 550

homes in East London was blacked out. Some people did not have their power restored until eight hours later! In addition, the van hit a tree and two traffic signs before it was completely demolished. Damage to public property was estimated at \$4,250.

"Bernie was only bruised," writes Park Manager Kai Wong, "this is as close to a miracle as you can get. He was not injured, not even a band-aid casualty. In fact, a few hours after the accident, Bernie came directly to the theatre from hospital to put on the Sunday afternoon show!"



Tina Berger, champion swimmer.

Ten year old Tina Berger, daughter of **Horst Berger**, Marketing Manager for General Sound's TOA-Intercom Division in Toronto, has been swimming since the age of four.

At six, she was swimming competitively with the Mississauga Aquatic Club and has made tremendous progress since, winning many medals and trophies.

In 1979, she reached 12th position in Canada in her age group and has participated in many national and international meets.

Tina won the Ontario Championship in the 50 and 100 metre butterfly and freestyle in a recent meet in Brantford, Ontario and in early February, she carried away the High Point Trophy at a meet at the Etobicoke Olympium.

All of us at Famous are proud to have such talent in our family.

## Lots of wedding bells at Head Office, Toronto

Our FAMOUS NEWS Editor, **Michelina Trigiani**, became engaged at the end of January and will wed fiancé Frank Mazzolin in mid-May of this year. "As someone once said," explains Mickey, "love is a pathological state of mind and its only cure is marriage".

**Suzanne Carreau** of the Head Office Real Estate Department will tie the knot with her man of three years, Anthony Basciano, on August 15 in Peterborough, Ontario.

Suzanne, who hails from Ottawa and is described as a "fiery French-Canadian" knows the sparks will fly with the upcoming union. "Tony's a hot-blooded Italian," she says, "and we're both Aries!"

Suzanne describes her future husband as a "mature man", which means he's ten years her senior. She looks forward to a big wedding and lots of "babies" in the years to come.

Congrats from all at Famous.

Head Office Accounts Payable employee **Jim Goodwin** will wed fiancée Donna Scott on May 16. Jim and Donna met two years ago when both were working part-time at the Golden Mile Cinemas in Toronto. Donna is currently working as a secretary for IBM. We understand it only took a few months of dating before Jim and Donna decided to tie the knot. Jim says of the upcoming union, "I'm really looking forward to it."

Head Office Advertising man **Doug Pinder** will celebrate 25 years of wedded bliss to wife Edna on April 7. Happy husband Doug is even more joyous after learning from son Gary and daughter-in-law Debbie that he and Edna will become first-time grandparents in September.

Congratulations to both sets of Pinders!

*continued next page*

## People

continued from page 25

Eat your heart out J.R. fans. Head Office employee **Bea Tinney** left February 20 for a three-week stay with sister **Bobbi** in Dallas, Texas where she planned to look up the infamous oilman while checking out Dallas' other sites. Topping her list — "cowboys ... and their boots!"



**Robert Miller** — attempted to capture thief.

An incident at the Algoma Theatre in Sault Ste. Marie on January 21 resulted in the apparent theft of \$96 from a women's purse and injuries to Famous theatre attendant **Robert Miller**, 19.

Robert sustained cuts to both hands when he attempted to apprehend a young man who allegedly stole the money and made his escape by running through the theatre lobby and crashing through one of the front glass doors.

The incident occurred during the showing of the movie, "The Big Brawl".

### New parents at Quebec Theatres

Rosa and **Joseph Pitacciato** are pleased to announce the birth of a

**personal info**

oz. Joe is manager of the Greenfield Park Cinemas in Montreal.

Louise and **Guy Bouchard** announce the arrival of their son,

Guy is the manager of Les Rivieres Cinemas in Trois-Rivieres.



**Lyle Sutherland**, Quinte Mall Cinemas' (Belleville) usher, massages **Toni Karsikas'** feet after 24 hours of dancing.

### Dancin' Usher

**Lyle Sutherland**, an usher at the Quinte Mall Cinemas in Belleville, Ontario recently made that town's paper when he spent 24 hours dancing away with partner **Toni Karsikas** for a high school charity.

Lyle, 17, says his interests lie with music and writing and he knows how to play the piano, flute, drums, xylophone and guitar. He plays for both his school's orchestra band and stage band and is also student council president!

### News from the East...

*Our special thanks to **Debbi Capstick**, of our **Halifax District Office**, and **Lela Gee**, of **General Sound**, for rounding up lots of news from our Maritime family.*

**Cecil Johnston**, Branch Manager, General Sound, St. John, whose hobby for some time has been bird-watching had the pleasure of observing, along with others, a Band-Tailed pigeon, in the Fredericton area. This was the first sighting of this particular bird species in New Brunswick. This bird is a native of the west coast of the U.S. and no one has any idea how it could have arrived in New Brunswick. This gives Cecil a grand total of 288 different bird species observed in N.B.

A 310-foot Liberian freighter which went aground during towing operations in a storm recently, almost ended up in the backyard of **Francis Casey**, service technician for G.S. in St. John. Francis was disappointed to find that one of his neighbours hadn't purchased a large yacht for use in the Bay of Fundy.

**George LeBlanc**, son of **Henry and Genny LeBlanc**, (Manager, Paramount Theatre, Moncton) became engaged to **Kathy Wilt** over the Christmas holidays. George is a former employee of Famous having worked in Moncton during high school and later in Fredericton as relief manager during his university days. George is now employed with the Royal Bank in Grand Falls, Nfld.

### Big Bonus for Belliveau

**Genny LeBlanc** told her assistant **Anne Belliveau**, "No, you can't have another raise," when Anne told Genny she was expecting a "big bonus." What Genny hadn't understood was that Anne's expecting a "baby bonus" — in about six months time. Congratulations Anne.

Sorry to hear that **Vince Doucette**, Manager of the Penhorn Theatre in Dartmouth, N.S., entered hospital on February 10 but

we hear he is recuperating well. Vince is drinking plenty of liquids, taking aspirin and has a bevy of beautiful nurses to look after him. We hear everyone at the Penhorn misses him a lot.

In Truro, Nova Scotia, we have a theatre named the Centennial Cinemas. What's so special about this? **Brenda Younker**, relief projectionist, is the **ONLY FEMALE PROJECTIONIST** in the Maritimes. Hats off to you Brenda!

Who says it only happens in the movies? **Robert Drew**, Centennial usher, will wed his fiancée **Peggy Barkhouse**, sometime in June. We understand Peggy is also employed with our Fun Villa Games Room in Truro.

The Foord Theatre in Stellarton, N.S., informed us that **Margaret McDavid** (Assistant), **Cindy Richardson** (cashier), **Patricia Centley** (cashier) **John Spears**, (doorman) had a bit of luck on the last provincial lotto. No they won't be retiring, but they did win \$10. McDonald's, anyone?

Sorry to hear that candy attendant **Noreen Saunders** of the Capitol in Woodstock, N.B. was in hospital. But we hear she's recovering well!

The Avalon Games Room in St. John's, Nfld., is one of the largest games rooms in eastern Canada. In 1977, twenty machines had been installed and at present, there are 60! The man responsible for their success is none other than **Bill Grant**! Keep up the good work, Bill.

**Gerald Dillman** of G.S.'s Halifax office is finding life a bit awkward lately. Gerald is recovering nicely after fracturing his arm in a skiing accident. Luckily, this won't interfere with his wedding plans as Gerald and his fiancée have not yet set the date.

## fond farewells

**Grant Millar**, the Manager of the Plaza Cinemas in Toronto, retired from Famous March 1 after 31 years of service.

Grant started as a manager at the Kenwood Theatre in Toronto in 1950. In the following years, he served as a manager at various Toronto locations. In 1964, he opened the now-legendary Yorkdale Cinemas. "It was so exciting because a shopping-mall cinema was such a unique concept," says Grant, "we had business right from day one." Grant stayed at the Yorkdale

for eleven years before moving to the Plaza.

On February 11, 1981, the staff of the Plaza organized a farewell reception for Grant at the Plaza II Hotel. Over thirty-five friends and past and present employees attended.

After dinner, **Doug Armstrong**, Manager of the North York Sheridan and **Johnny Lapadulla**, a former employee of Grant's, gave him a mild roast of humorous anecdotes from his years in the theatres.

In replying, Grant mentioned each employee present by name and delivered words of kindness, affection and encouragement for their futures.

For his future, Grant intends on staying busy and active. Of his 31 years he says, "it all went so fast!"



*Doug Gow, left, Vice-President, Vancouver, presents retirement gift to Mark Kramer as Brian Cameron, District Manager, Manitoba/Saskatchewan looks on.*

Except for two short absences (totalling three years), **Mark Kramer**, our retiring manager from the Colony, Winnipeg, has spent a total of forty-two years in the theatre business.

Born and raised in Edmonton, Mark arrived in Winnipeg in 1934 (age 18) to take a job as general job-boy at the newly-renovated and renamed Fox Theatre, (formerly the Columbia) operated by the Sam Weiner chain. When amalgamation with Western Theatres, (an FP affiliate) occurred in 1936, Mark was promoted to manager of the Fox and then to the Starland, where he

remained until 1948.

After a short one-year absence from the business, Mark returned in 1950 to manage the College Theatre until 1952 when he was transferred to the new Airport Drive-In and in the following eight years, acted as a relief manager at various Western Theatres and assisted in the training of drive-in managers.

From 1962 onwards, Mark moved into the hotel end of Western's operations and by 1971, was managing the Airliner Motor Hotel. His stint as a hotel manager ended quickly when the property was sold

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## Fond farewells

*continued from page 27*

to a private interest group. Western then moved Mark to the Starlite Drive-In and in 1972, transferred him to his first actual Famous operation — the Garden City Cinema where he remained until 1979. His final move before retiring was to the Colony in downtown Winnipeg.

Mark and his wife Eileen, have two children, Pamela-Jane, better known as P.J., whom he describes as, "a self-styled great Grade 6 athlete" and Danny, "an 18 year-old budding musician and vocalist."

Mark has this to say about his future plans: "After two or three weeks of taking it easy, I intend searching for full or part-time employment, not only to keep me active, but to put some groceries on the table. Those kids of mine are big eaters, not to mention my wife!"

We should also mention that Mark is in his second term as President of the Canadian Motion Picture Pioneers, (Manitoba-Saskatchewan branch) and is a director of the Manitoba Exhibitors Association.

**William (Bill) Giglio**, our retiring branch manager for TCL in Vancouver started in the candy business forty years ago with Canadian Automatic Confections. He later moved to Hollywood Confections which amalgamated in 1948 to form Theatre Confections.

Bill started out with TCL Toronto as a warehouse clerk and driver, "the first week, I drove a truck and showed the routes to Lionel Gibb." By 1950, he had taken over the shipping room and in 1954, set up a service department for the repair and maintenance of equipment used in candy bars. During this period, Bill distinctly remembers the week he spent in Chicago at a factory watching popcorn machines being built from start to finish.

In the mid-fifties, Jack Fitzgibbons, the Vice-president and General Manager of TCL asked Bill if he could come up with a design for a hot dog machine. Bill's efforts resulted in the Whirlo Grill, the first units being referred to as Model "B", for Bill, of course.



*Bill Giglio, (far right) congratulating J. J. Fitzgibbons, Jr. on his retirement in September, 1970. In the middle, Gerry Dillon, current V.P. and General Manager of Famous.*

In 1958, Bill was made assistant Purchasing Agent under Andy Rouse. In subsequent years, he served as a Toronto area supervisor including a stint in the Drive-In department. In 1963, he became a Purchasing Agent and in 1965, "J.J." asked him to take over as Vancouver Branch Manager.

The first two years out west, Bill supervised theatres in both British Columbia and Alberta until the Alberta responsibility was transferred to the Winnipeg Branch. In 1969, he moved into the Famous offices and worked closely with Maynard Joiner and Doug Gow. Bill says of the Vancouver bunch, "what a great group of people down here — Maynard, Doug, Ivan Ackery, Charlie Doctor — it was my pleasure to know and work with all of them."

Bill's wife Muriel passed away in 1979. He has four "great" children. Patricia Slattery, his oldest, lives in Surrey, B.C., has her own brood of four and works as a real estate agent. Next on the list is William (age 33) who is a chartered accountant living nearby in Victoria. Bill has two children. Barbara Fuller, his third child, lives in Prince George, works for B.C. Telephone and has two children. The youngest, Michael, (age 25), lives in Vancouver and works in a cancer clinic.

"I was a candyman for a long time," says Bill, "I would do it all over again."

**Ron Hall**, Manager of the Towne and Counrye Cinemas in Toronto, retired in February after 37 years of service to Famous.

Known to many as "Mr. Yonge Street," Ron worked in numerous Toronto theatres throughout his lengthy career including at least six Yonge Street houses.

Ron started at the Gerrard Theatre in 1944 with B & F Theatres, a Famous affiliate. He says of his years with Famous, "they've been beautiful. The theatre business has been very good to me. I've enjoyed every bit of it."

*John Sperdakos, V.P., Advertising, of United Theatres in Montreal, sends us this item on recent retiree Tony Filiatrault.*



*Tony Filiatrault of United Theatres, Montreal — more than 48 years in the business.*

**Anthony (Tony) John Filiatrault** retired on December 30th, 1980 after a distinguished career spanning 48 years.

He started as an usher at the Princess Theatre in 1932. Two years later he was transferred to the Advertising Department of Consolidated Theatres where he worked with Tom Cleary and Harry Moss, until enlisting in the armed forces in late 1939.

On his return to civilian life in 1945, he went back to Consolidated as a theatre manager then moved to the office of His Majesty's Theatre selling reserved seat tickets for stage plays.

In 1946 he joined United Amusement Corporation Limited and

worked, at various times, as manager of the Westmount, Rialto and Avenue Theatres.

In 1961, when "road shows" became popular and required special promotion, Tony was appointed manager of the Group Sales Department. His first assignment was for Allied Artists' adventure drama, *El Cid*, starring Charlton Heston and Sophia Loren.

After many successful years in that branch of the business, Tony was assigned to Theatre Audits, which entailed travelling throughout the Province of Québec. He held that position until his retirement.

Tony is an active member in the 306 Maple Leaf Wing of the R.C.A.F. and is involved with many projects that keep him well occupied. He is a member of our 25-YEAR CLUB and has been honored in recognition of his 40 years service to the company.

Tony's friends and colleagues recently gathered at a small informal luncheon in La Barique Room of the Aeroport Hilton Hotel to wish him good health and happiness in his retirement.

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**Cliff Mills** recently retired as projectionist at the Century Theatre, London, Ontario after more than 50 years in the business. In the following article, Frank Paul, Manager at the Century, offers Cliff a tribute on behalf of the staff...

I met Cliff in St. Thomas thirty years ago when he was firing the boiler in the Granada Theatre. He was the winter projectionist at the Columbia Theatre and the summer projectionist at the St. Thomas and later the Capitol, London. He left London to manage the Capitol, St. Thomas but could not live on the pay. Consequently, he returned to the Capitol, London as projectionist. He has just finished off an enviable career at the dual Century in London.

At all times, Cliff was a staunch union member but always gave a good day's work for a day's pay. He was a credit to his union, Local 105, his profession and certainly the companies he worked for. We in London feel proud to call Cliff a friend and co-worker.

Happy retirement good friend and fellow worker.

# famous 'players'

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**FAMOUS NEWS** wants to hear about all company-related sports activity. Send in your scores, stories and snaps so that all will be up-to-date on athletics at Famous.

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*Dudley Dumond, District Manager, preparing for the big kill.*

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## Bowling

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Every Monday night, the Odd Balls, Saints and Sinners, Bombers, King Pins, Ball Busters, No Shows, Pin Heads and Strikers get together. No, the result is not a gang war, but an evening of fun and fitness.

The newly-organized Famous Players Head Office Bowling League was started up by Bea Tinney of E.D.P. Eight teams of four players each form the league which is made up of Famous employees, their friends, spouses and industry-related personnel. For example, Linda Szorady of the Theatres Inspection Branch of the Ontario Government bowls with the Famous bunch. Linda, who oversees licensing and theatre inspection for the entire province is also president of WOMPI, (Women of the Motion Picture Industry), a film industry service club. The league's most skillful bowler, Wayne LaForrest, works for Paramount Pictures.

October 20, 1980, marked the first night of bowling at the league's home — Bathurst Bowlerama. The first series (of 12 games) has already ended with the Strikers emerging the winners. That team is made up of



*Part of the Famous Bowling gang. Top — Debbie Green, Personnel, Rick Jackson, Ontario Censor Board, Gay Spooner, Advertising, Sean Keleher, Accounting. Bottom — Dave Bambrough, Assistant Comptroller, Elly Weinhold, Personnel, Dale Stark, Accounting.*

Dave Bambrough, Accounting, Jack Goulding of Audit, Steve Hayton, Mailroom and Sharon Paradis of E.D.P. The second series started on Jan. 19 and its winners will challenge the Strikers sometime in April for the big trophy.

The Famous Players League is characterized by continual and competitive activity. A Turkey Bowl held in December produced three "fowl" winners — Wayne LaForrest of Paramount, Dale Stark of Accounting and Linda Szorady of the Ontario Government. Following the event, Linda hosted a chili dinner at her home. On another evening, Svend Pederson, Supervisor of Maintenance, became King of the Lanes. (see story next page).

At the end of the season, a total of 10 trophies will be awarded in such categories as High Average and High Triple Flat. Finally, the event of the season will be a bowlers banquet at the Royal York Hotel in May with leagues from all Bowleramas. Trophies and prize money will be awarded at the banquet.

For Bea Tinney who organized the league and acts as its secretary, it means a "great deal of bookwork" to maintain individual records of bowlers and update a weekly bowling sheet. She's even been using the 50-page "Official Secretary's Handbook" given to her by Bowlerama to help with average and handicap calculations. Also helping Bea out are League President Dudley Dumond and Treasurer Eliza Palaroan. "We just have a super time," says Bea, "it's a night out, it's entertaining, it's good exercise and we're all in the same industry."

*continued next page*

## Famous 'players'

continued from page 29



King Svend

## Famous Royalty?

When Svend Pedersen, Famous' Supervisor of Maintenance, started bowling with the Famous Players League, little did he know that, as a result, he'd soon be on a whirlwind weekend with royalty. But that's what happens when you become "King of the Lanes" at Bathurst Bowlerama.

The King/Queen of the Lanes contest was sponsored by Bowlerama in November and involved two nights of competition — one for setting your handicap and the other to determine who could achieve the highest "triple flat with handicap" score. Our man Svend emerged King.

Each Bowlerama in Southern Ontario sponsored a similar contest and the over 80 kings and queens, (and guests) were treated to an activity-filled January weekend in Montreal. "Accommodation, food, transportation, bus tours — it was great," says Svend, "we even saw the Canadiens play at the Forum."

A modest type with an endearing smile, he claims to have won as "King of the Lanes" by sheer "luck." But maybe his is a genuine indifference to the sport. After all, when asked if he talked bowling on his trip, he answered quickly, "hardly at all".

Svend, who started with Famous 23 years ago as a part-time usher at the Elgin in Ottawa, says he's stayed with the company because "he got hooked." He also worked at the Nelson and Rideau in Ottawa before being transferred to Head Office in April, 1979. As Supervisor of Maintenance, he looks after all the big jobs, like heating and air conditioning, in every theatre east of Thunder Bay, (excluding Quebec).

He's happy he joined the FP Bowling League because, apart from wild weekends in Montreal, he knew it would be "good fun and with the emphasis on recreation and enjoyment, not competition."

Here, here, your highness! ●

## Would you believe... Winter Baseball?

by Kevin Fine,  
Part-time usher, Yorkdale Theatres,  
Toronto...

Although the snow is still foot-deep in the streets and parks of Toronto, there is one baseball team that is already preparing for a new season.

The Famous Players Baseball League, made up of 20 teams from theatres of greater Toronto, doesn't start until June but the Yorkdale Theatres team is practicing for the upcoming season. Last year, the Hollywood Theatre won the championship but the Yorkdale team was always a tough competitor and their involvement in a game ensured an exciting and exhilarating match.

To maintain this toughness, the team has been working out for three hours every Tuesday night since the beginning of the year. Coach Frank Maglio, the Assistant Manager at Yorkdale, puts the team through extensive jogging, calisthenics and baseball drills. The team is already in great shape and tightening its baseball skills. According to Coach Maglio, the gymnasium does present a problem for anyone trying to practice baseball: "It's kind of small so it's tough to think up different things to keep everybody busy."

Coach Maglio is assisted by last season's most valuable players,



Carlo Petosa, usher at the Yorkdale Theatre in Toronto, keeps in shape at indoor baseball practice.

Carlo Petosa and Robert Fine. The team is composed of ushers and candy girls although no one can seem to get the latter out to the indoor practices. Coach Maglio has noticed that since the baseball team was formed, the part-time staff work more effectively at their jobs, "they have all gotten to know each other better, they are more relaxed and the team effort is carried over into the theatre."

The Yorkdale Theatres baseball team is ready for action and all the other teams better sit up and take notice. All teams in the Famous Players League should take this as a challenge to start practicing in preparation for the exciting season ahead.

If this year's baseball season is half as good as last year's, then it will prove to be an extremely successful competition.

## Sports Shorts

Every second Friday at 1:45 a.m., Famous Players' employees from the Metropolitan Theatre in Regina participate in a lively game of hockey. As this is a "no hit" game, it allows the female staff to participate. These games usually consist of the management and projectionists battling against the staff and last about two hours. No one seems to mind these late hours because of

the excitement one feels from dethroning the opposition.

The group at the Met also participates in other social activities such as, Roller Skating Night, Bowling Night and tobagganing parties. Again, to ensure that everyone can take part, the activities occur around or after midnight. We hear everyone has a lot of fun during these functions and feels that better management/staff relations are promoted by the get-togethers.

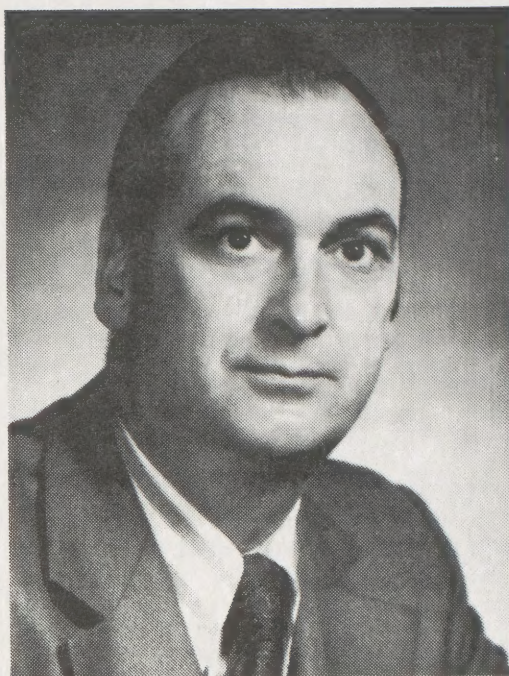
**Donna McIssac**, cashier at the Paramount Theatre in Moncton, placed second in the Invitational Racquet Ball Tournament held in Fredericton on January 17, 18 and 19. In the Ladies Division Canadian Eastern Open held February 6-8 in Moncton, Donna stayed on top by placing third overall. ●

*We stand corrected on our nostalgia pic of last issue. According to Construction Manager Russ Moffatt, (second from left, top row) it definitely represented the 1952-53 hockey season. How does he remember? "Well, we switched to red uniforms that year, in 1951, we had white."*

*Great memory, Russ!*

## 25 Year Club Deferred to Next Issue

*Due to the fact that the Western Canada 25-40-50 Year Club Awards presentations were scheduled to take place in March, we were not, at press time, able to assemble a complete story on the 1980 inductees to the Famous club. Next issue, for sure.*



*Chief Barker Fraser Neal.*

## Congratulations to New Chief Barker

Fraser Neal, V.P. and General Manager of General Sound, Famous'theatre equipment division, was installed as Chief Barker (President), of the Variety Club of Ontario on January 1, 1981.

The membership of Variety Clubs International is composed principally of men from the various fields of entertainment who have formed local clubs known as "tents" in major cities of the United States, Canada, Great Britain, Ireland, France, Israel, Australia, Mexico, and Puerto Rico. There are 2 other clubs in Canada in addition to the Ontario Tent - The Variety Club of Western Canada and The Variety Club of Manitoba.

Variety Clubs International is recognized as "the greatest children's charity in the world". The Ontario Club focuses on helping handicapped children. It just recently opened the Variety Village Sports, Training and Fitness Centre for Handicapped Children in Toronto's east end.

Fraser will be responsible for the operation of the Ontario Club. A former Dough Boy (Treasurer) and most recently Second Assistant Chief Barker, he is known as a "very active, hardworking member". All of us at Famous congratulate Fraser on this recent honour and wish the club a successful year. ●

## Thoughts for the day

by Paul Turner

- If everything seems to be going your way, you're in the wrong lane.
- Unemployment isn't working.
- An unfortunate situation is just another locked washroom on the highway of life.
- Show me a squirrel's nest and I'll show you the nutcracker suite.
- Show me a football player with keen intuition and I'll show you a hunchback.
- Use the pill, don't make a fetal mistake.
- Headaches are all in your mind.

## Ticket \$ Hike

Referring to genuine remarks from patrons on the recent price hike for tickets.

"Does this include popcorn, a chocolate bar or a good seat?"

"(@! your price hike! I'm not @\*X! payin' this\*!?!@ for any !!( \* movie! Does Motel Hell start next week?"

"Is this picture in sensusound or that sterosymphonic stuff?"

"This price is just for Popeye for Christmas, right?"

"Congratulations on another bloody raise!"

"I hope there's a door prize now!"

"Careful ripping the ticket. It was awfully expensive."

"I remember when a movie used to be 50 cents."

"If I don't like the show, can I get a credit for the next one?"

"Tell me, did you really get a raise?"

"I won't complain about the price if you get me a Popeye poster for my kids."

"You guys oughta be makin' a fortune by now?" ●

## Like Our First Issue?

*Extra copies of the Premier Issue of FAMOUS NEWS, (January, 1981) are available from Head Office for anyone requesting them in writing. Address your letter to the Editor.*

**Famous News:**

*Can employees build careers at Famous?*

**G. Dillon:**

Yes they can ... Famous Players is an expanding company. This fact is constantly creating positions and opportunities. To confirm this, all one has to do is look at the movement of personnel in the past 12 months, from theatre to theatre and theatre to branch offices or to Head Office. There is no better time to be working with this company than right now. It is very evident that there's a tremendous future for interested, enthusiastic employees.

**Famous News:**

*What are the challenges ahead?*

**G. Dillon:**

We are operating in a highly competitive business environment. It is important that every employee of the company realize that each of us must carry out our responsibilities with care and courtesy.

Famous Players has earned a reputation for operating the finest theatres in North America. Our challenge is to maintain that reputation in the months and years to come, and we are counting on all employees to realize the fulfillment of that challenge. ●

# family album

Send us pictures of yourselves, your families, your employees, etc. for our FAMILY ALBUM. A note explaining the photo would be appreciated.

Head office  
employees'  
family pictures



**FAMOUS NEWS** is published every two months by the Advertising Department of Famous Players Limited in the interest of Famous Players employees and associates from coast to coast. Any material for this magazine should be submitted to the editor's attention type-written and double-spaced. We reserve the right to edit for grammar and considerations of space.

Photographs accompanying articles would be most appreciated. Address correspondence to: The Editor, Famous News, 146 Bloor Street West, Toronto, Ontario, M5S 1P3, Telephone: (416) 964-5964.

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March/April, 1981

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